

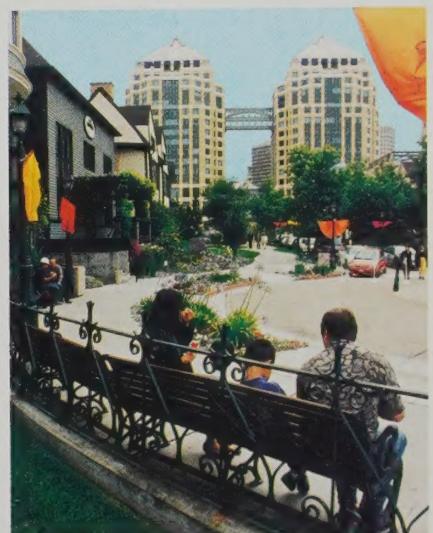
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UNIVERSITY OF CALIFORNIA

# Oakland



GUIDE TO OAKLAND

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# Table of Contents

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OAKLAND METROPOLITAN  
CHAMBER OF COMMERCE  
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Oakland .....	8
Things To Do, Places To See .....	12
Shopping .....	19
Health Care .....	20
Hospitality .....	21
Convention Facilities .....	23
Utilities .....	24
Media .....	24
Education .....	25
Government .....	26
Transportation .....	27
Demographics .....	30



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# The Chamber of Commerce: Lighting Up Oakland and the East Bay





Photo By: MICHAEL SCOTT

## FOOD & WINE FEST

The sun always shines—and so do the faces.

Of course, the thousands of visitors who attend the annual Chamber of Commerce Food & Wine Fest enjoy more than the beautiful weather. They also enjoy the carnival atmosphere, the clowns, the balloons, the live music, and the exceptional food and drink.

Sponsored by Safeway Inc., the Food & Wine Fest is held in conjunction with the Maritime Day celebration at Jack London Square.

With ships of all shapes and sizes positioned in the estuary behind it, the Food & Wine Fest is only part of the day's fun. In the midst of this enjoyable outdoor atmosphere, visitors also learn about transportation—the economic essence of Oakland.

Held in May.

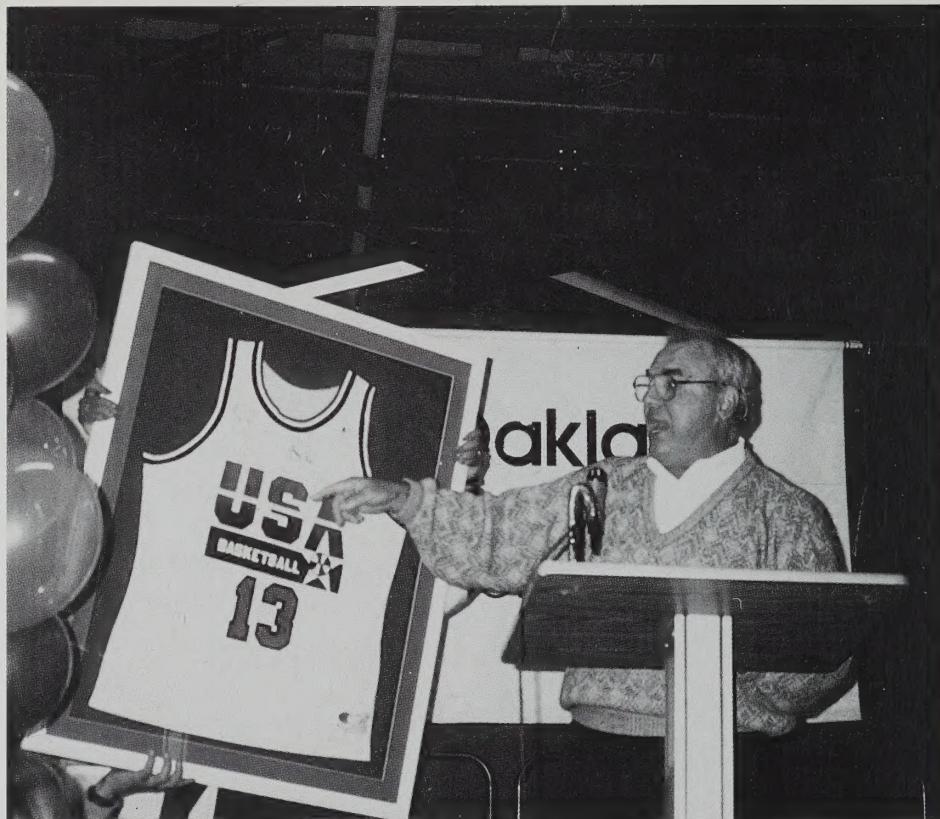
## OPENING NIGHT WITH THE WARRIORS

For the past two years, Golden State Warriors fans have discovered that there's more to opening night than just watching the game. It's also attending the Chamber's reception and sports memorabilia auction prior to the opening tip-off.

Besides being treated to a plethora of food and drink, attendees have an opportunity to network—and participate in a live and silent auction featuring valuable items from every professional sport.

There are also guest appearances from Warriors president Dan Finnane and former team stars. The Chamber is the only place in town where opening night tickets are available.

Held in November.



## CHAMBER DAY AT THE PARK

The perfect combination! An Oakland A's game and a Chamber of Commerce tailgate party.

Chamber members and guests meet at the Oakland Coliseum's Kingsford Plaza Picnic Area prior to a weekend day game (usually during the Bay Bridge pre-season series against the San Francisco Giants) for food, drink and a sports memorabilia auction. Then it's on to the game for the finest in professional baseball.

Held in April.

## CONSULAR CORPS BLACK-TIE DINNER

A gala event where international friendships are made at nearly every table. The dinner, which recognizes the San Francisco Consular Corps, builds personal and business relationships and promotes Oakland's viability as the international trade and transportation hub of Northern California.

The black-tie event includes dinner, dancing and nationally known speakers.

Held in May.



## SMALL BUSINESS AWARDS BREAKFAST

It's always a sellout for the annual Small Business Awards Breakfast, which highlights some of Oakland's top small businesses and is held in conjunction with National Small Business Week.

The criteria for the awards includes overcoming adversity, innovative products, creating jobs, increasing sales and profits, and making a contribution to the community.

Held in May.



PHOTO BY LLOYD ENGLERT

# Oakland

Welcome to a city of transportation, a city of trade, a city of arts and culture. Welcome to Oakland.

In March 1772, Spanish explorers stepped foot on our land and reported the natural geography as the most perfect on earth. The area flourished with greenery and animal life. The marsh that later became known as Lake Merritt was alive with wild fowl.

Oakland grew rapidly through the 19th century. After the devastating earthquake of 1906, many people and businesses relocated from San Francisco to Oakland. Within a ten-year period, the population more than doubled.

World War II also brought tremendous change. Huge numbers of workers moved to the area to work in local shipyards, and many of the troops stationed at Treasure Island and the Oakland Army Base chose to remain.

Located on the east side of San Francisco Bay, Oakland offers 19 miles of coastline to the west and magnificent rolling hills to the east that afford one of the most beautiful views of the world — the crystal clear bay, the Golden Gate and Bay bridges, and the majestic Pacific Ocean.

Within its borders, Oakland features

traditional, well-kept neighborhoods, a progressive, dramatically growing downtown, and superior cultural and recreational amenities. Some 80 different languages and dialects are spoken in the city, and a study conducted by the University of Wisconsin cited Oakland as being the most integrated city in the nation.

The area's lifestyle is also highly regarded. Money magazine ranked Oakland as one of the top places to live for two consecutive years.

## ATTRACTI0NS

For visitors, discovering is Oakland's biggest attraction. The city is chock full of pleasant surprises that are here for the taking.

The early stomping grounds of literary giants like Jack London, Robert Louis Stevenson, Bret Harte and Joaquin Miller, Oakland has a prominent downtown that features City Center, a beautiful office mall, shopping mall and pedestrian mall all rolled into one. And, City Center is just a short walk from Preservation Park, an area of restored homes from yesteryear, and within minutes of Jack London Square, a charming — and once bawdy — waterfront area that

comes complete with restaurants, shops, taverns, first-rate hotels and flower-decked malls.

City Center is also a stone's throw from Chinatown, which rivals its counterpart in San Francisco with sheer numbers and its variety of excellent restaurants and exotic shops.

Also within walking distance is one of the Bay Area's top tourist attractions — the Oakland Museum, which is one of the state's finest museums featuring California living.

Nearby is also Lake Merritt, a 155-acre tidal saltwater lake, and Children's Fairyland, the world's first three-dimensional theme park and an inspiration for Disneyland.

Oakland is also a center for professional sports, and has often been referred to as a "City of Champions." Oakland is the home of baseball's Oakland Athletics and the NBA's Golden State Warriors. Both play their home games at the Oakland/Alameda County Coliseum Complex.

## OAKLAND METROPOLITAN CHAMBER OF COMMERCE

Now celebrating our 90th year of service, the Oakland Metropolitan Chamber of Commerce began providing assistance to Bay Area businesses and residents as soon as it opened its doors. The Chamber helped coordinate a massive relief effort for some 150,000 refugees of the San Francisco earthquake of 1906, with more than 65,000 of those refugees remaining permanent residents of Oakland.

The Chamber also helped provide relief following Oakland's destructive October 1989 earthquake and October 1991 firestorm.

Assistance to the local business community has also been in effect since 1905. But 1994 featured some of our greatest triumphs. The dedication and hard work of Chamber staff and volunteers helped to create three enormous victories:

- The city's approval of the City Hall Redevelopment Project.
- The city's approval to permit the disposal of dredge spoils from the Oakland estuary at the Galbraith Golf Course.
- The city's passing of a balanced budget for fiscal year 1994-95 with no new taxes.

The Chamber of Commerce promotes commerce and industry, and believes that a



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healthy economic environment is vital to the city, allowing successful businesses to contribute financially to civic development.

As the city and its businesses have grown, so too has the Chamber. We have broadened our vision beyond the traditional task of assisting business and promoting trade. The Chamber has become a rallying point for Oakland's entire business community, and serves as a legislative monitor, representing business in city, county, state and national political arenas on issues of concern.

The Chamber receives no government funding, but is supported by people working together, devoted to promoting enterprise, and building and developing a better community to enhance the quality of life. This volunteer-driven, non-profit organization draws upon the talents and expertise of our members to contribute to the solutions of community needs and concerns.

Developing the skills and resources of individual Chamber members is a main concern. Because more than 85 percent of our members are small businesses, the Chamber has developed educational programs that are designed to train the small businessperson in sales and operational techniques. In addition, networking is encouraged in social settings.

Keeping the lines of communication open between business and the community is also a priority. To this end, the Chamber sponsors Power Breakfasts, public forums and special programs designed to address timely issues and controversial topics. We also generate literature in the form of a monthly newsletter, "Focus on Business," and an annual business directory for use by and for the membership.

## CLIMATE

Known as "the sunny side of the bay," Oakland is proud of its outstanding weather. Where else can residents find a variety of micro-climates to please the most discerning buyer? The hills, valleys, bays and estuaries all combine to create a varied year-round climate.

Temperatures range in the 50s and 60s during the winter months and 70s and low 80s during the summer. The warmest months are September and October.

Even though Oakland and San Francisco are only separated by a bridge, Oakland's temperature is usually five degrees warmer year-round, and varies little from month to month.

Average rainfall per year is 18 inches at the airport and about 27 inches in the hills.



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# Things To Do, Places To See

Oakland offers many forms of recreation that reflect its cultural and ethnic diversity. Many of its 200 restaurants feature international flavors, while its artistic performances are considered some of the finest in all of Northern California.

Entertainment and Information Hotlines

Cityline

444-CITY

Information on city events.

Oakland Arts & Entertainment  
835-ARTS

A weekly listing of music, theater,  
special events.

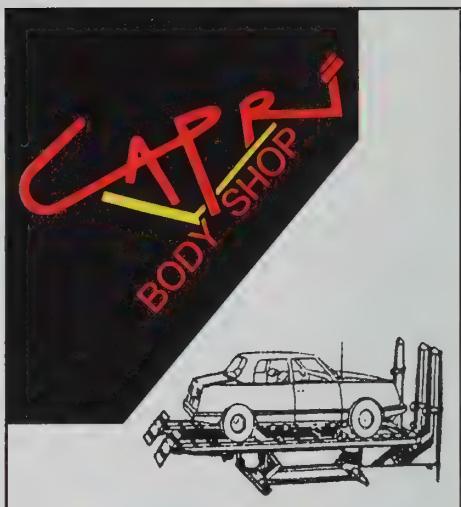
Oakland Museum  
1000 Oak Street  
834-2413

Information on current exhibits.

Oakland Parks & Recreation  
238-FUNN  
Parks & rec activities.

## PERFORMING ARTS

Bay Area Dance Series  
900 Fallon Street  
464-3540  
Performs Sept - Nov at Laney College  
Theater.



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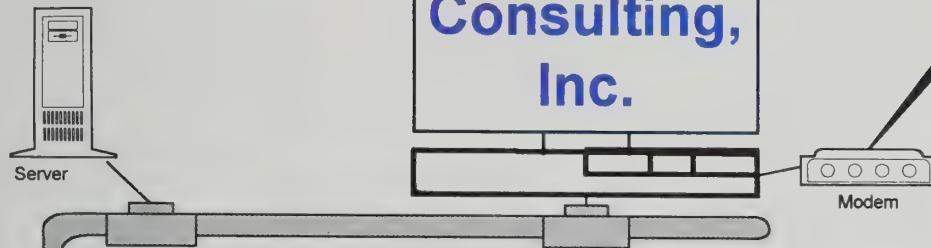


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- . Department of Transportation (CalTrans)
- . Metropolitan Transportation Commission (MTC)
- . California State Water Resources Control Board
- . Soledad Union School District

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CitiCenter Dance Company  
Alice Arts Center,  
1428 Alice Street  
451-1230  
Contemporary Black American dance styles.

Fruitvale Playhouse  
3205 Farnam Street  
436-4903  
Year-round entertainment for children.

Koncepts Cultural Gallery  
247 4th Street  
451-5231  
Features music and films.

Oakland Ballet  
Alice Arts Center,  
1428 Alice Street  
452-9288  
Internationally prominent. Performances at Paramount and Zellerbach theaters.

Oakland Civic Theatre  
1520 Lakeside Drive  
452-2909  
Oldest ongoing theater in Oakland.

Oakland East Bay Symphony  
Michael Morgan,  
Musical Director  
1999 Harrison Street, Suite 2030  
446-1992

Performances at Calvin Simmons Theatre.

Oakland Ensemble Theatre  
Alice Arts Center,  
1428 Alice Street  
763-7774  
Emphasis on Black American contributions.

Oakland Youth Chorus  
2619 Broadway  
832-6080  
Performances locally and nationwide.

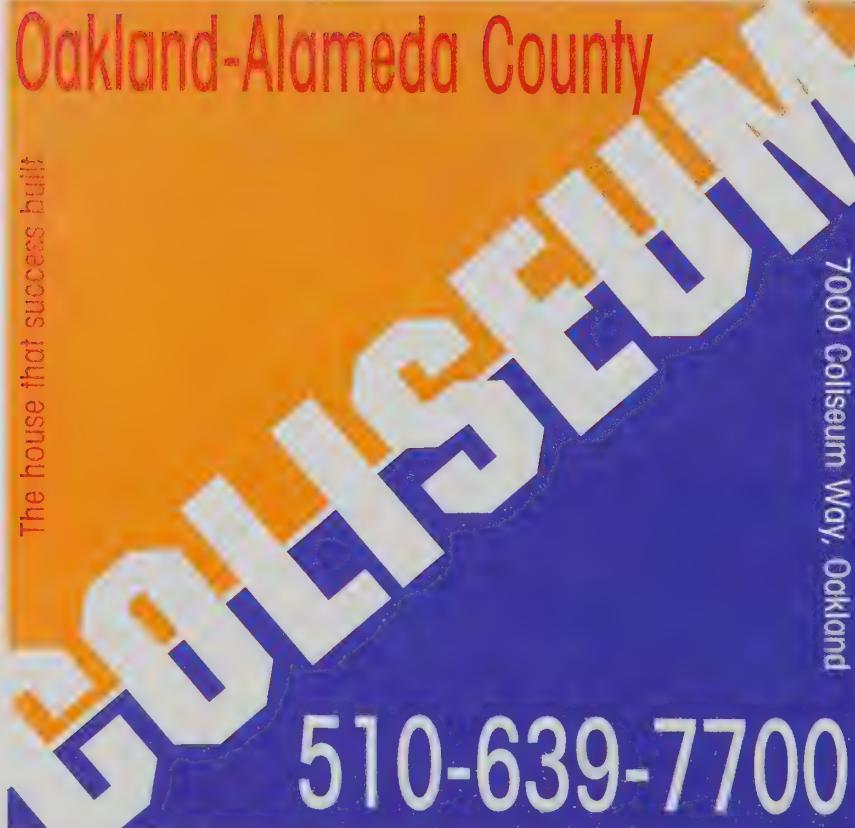
Oakland Youth Orchestra  
2169 San Jose, Alameda  
865-8484  
Classical symphonies.

Woodminster Amphitheater  
3300 Joaquin Miller Road, Joaquin Miller Park  
531-9597  
Productions July-Sept. Open-air amphitheater.

## VISUAL ARTS

Asian Resource Gallery  
310 8th Street  
763-2970  
Works by local Asian artists.

Creative Growth  
355 24th Street  
836-2340  
Opportunities for the disabled.



Ebony Museum of Art  
30 Alice Street  
763-0141  
Works by local black artists.

Junior Center of Art and Science  
558 Bellevue Avenue  
839-5777  
Workshops for children aged 5-16.

Lillian Paley Center for the Visual Arts  
713 Washington Street  
451-6300  
Art from the realistic to the abstract.

Mills College Art Gallery  
5000 MacArthur Blvd.  
430-2164  
Exhibits by students, faculty, alumnae.

Museum of Children's Art (MOCHA)  
560 2nd Street  
465-8770  
Exhibit and workshop space for  
children's museum.

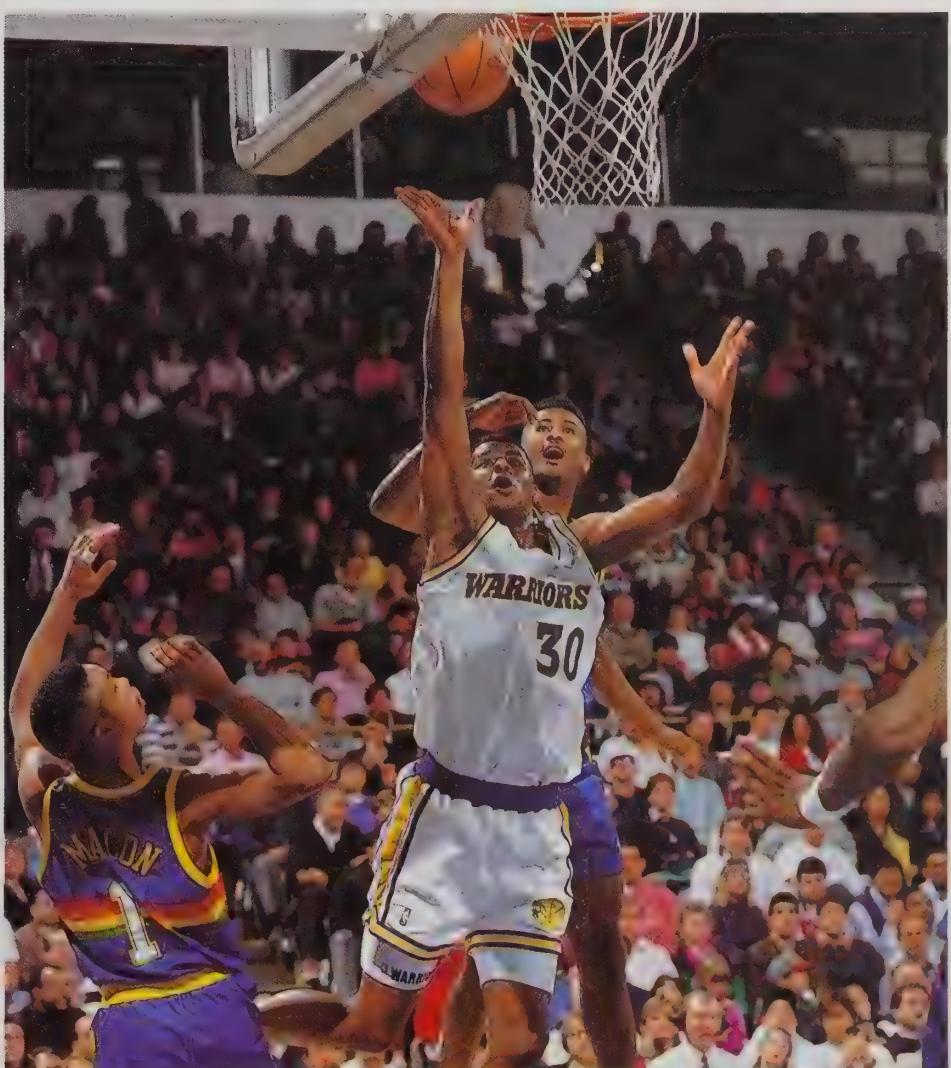
Oakland Museum Sculpture Court at  
City Center  
1111 Broadway  
238-3004  
California contemporary  
sculpture.

Pro Arts  
461 9th Street  
763-4361  
Oversees one of the finest East Bay  
galleries.

## ATTRACTI0NS

Alice Arts Center  
1428 Alice Street  
Newly renovated downtown landmark.  
Home to Oakland Ensemble Theatre,  
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Ballet.

Camron-Stanford House  
1418 Lakeside Drive  
836-1976  
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Dunsmuir House and Gardens  
2960 Peralta Oaks Court  
562-0328

Stately Victorian build in 1899.

Jack London's Waterfront/  
Jack London Village  
Embarcadero at Oakland Estuary  
Charming (and once bawdy) waterfront  
area features shops and restaurants.

Joaquin Miller Park  
3101 Joaquin Miller Road  
238-3187

Hiking and picnicking  
opportunities.

Lake Merritt  
Park View Terrace and Grand Avenue  
Boat rentals, sightseeing launches,  
racing competitions.

Morcom Amphitheatre of Roses  
700 Jean Street  
658-0731  
Roses bloom May-Nov.

Mormon Temple  
4770 Lincoln Avenue  
531-1475  
Free guided tours.

Oakland Chinatown  
Between Franklin and Jackson streets.  
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sheer numbers with shops and restaurants.

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Golf Links Road and  
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632-9523  
Hundreds of animals live at this 525-acre zoo.

Pardee Home Museum  
675 11th Street  
444-2187  
Former Governor's mansion.

Rotary Nature Center/Wildlife Refuge  
552 Bellevue  
238-3739  
Museum and refuge.

Western Aerospace Museum  
8260 Boeing Street off Earhart Road  
Oakland International Airport  
638-7100  
History of aviation is housed in an authentic airplane hangar.

## SEASONAL EVENTS

Black Cowboy Parade  
531-7583  
Celebrates the contributions of black cowboys.

Black Filmmakers Hall of Fame  
405 14th Street, Suite 515  
465-0804  
Focuses every February on significant contributions by Black performers.

Chamber of Commerce Oakland  
Holidays Program — Santa Parade, Tree Lighting Ceremony, Lighted Yacht Parade  
874-4811  
Held during the first weekend of December.

Chinatown Street Fest  
893-8979  
Two-day community street festival held in August.

Festival at the Lake  
1630 Webster Street  
286-1061  
A multi-cultural exposition during the first weekend of June in Lakeside Park on the shores of Lake Merritt.

Greek Festival Greek Orthodox Church  
4700 Lincoln Avenue  
531-3400  
Music, entertainment and food. Held in May.

Maritime Day & Chamber of Commerce Food & Wine Fest  
Jack London Square  
874-4811  
Exhibits, food, beverages, entertainment. Held in May.

National Educational Film and Video Festival  
655 13th Street  
465-6885 or 465-6891  
Symposium of some 700 of the world's finest non-theatrical films, held annually in May.

Oakland Heritage Alliance  
763-9218  
Annual series of neighborhood walking tours during summer.

Oakland Walking Tours  
238-3234  
Free walking tours each Wednesday and Saturday.  
Paramount Theatre of the Arts  
2025 Broadway  
465-6400  
This restored art deco movie palace of the 1930s is home to Oakland's ballet, symphony and opera companies. Guided tours available.

## PARKS

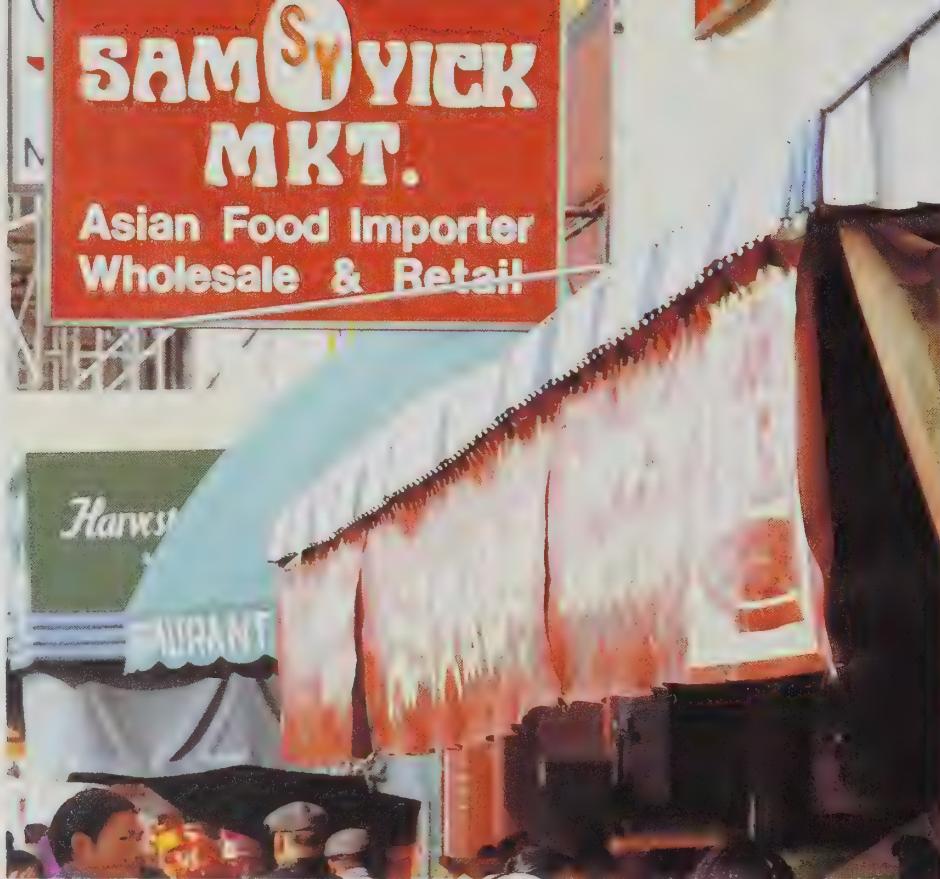
Some 64 parks, numerous playgrounds and recreational facilities cover the City of Oakland. There are also 41,000 acres of wilderness and parklands in the nearby East Bay Regional Park System.

## SPECTATOR SPORTS

Golden State Warriors  
Oakland/Alameda County Coliseum  
638-6300  
NBA basketball from October to April.

Oakland Athletics  
Oakland/Alameda County Coliseum  
430-8020  
Major league baseball from April to October.

Oakland Skates  
Oakland/Alameda County Coliseum  
283-7655  
Professional roller hockey from June to August



## PARTICIPATORY SPORTS

Claremont Country Club  
(Private)  
5295 Broadway Terrace  
653-6789

Galbraith Golf Course  
10505 Doolittle Drive  
569-9411

Lake Chabot Municipal Golf Course  
End of Golf Links Road off I-580  
351-5812

Montclair Golf Club  
2477 Monterey Blvd.  
482-0422

Sequoyah Country Club (Private)  
4550 Heafey Road  
632-2900

## HEALTH AND FITNESS CLUBS

The benefits of an active lifestyle have been well publicized. We all know that we should exercise, and in Oakland there are many clubs where you can reap the rewards of an exercise and fitness program.

Some of Oakland's finest clubs include Courthouse Athletic Club, Gold's Gym, Kelly's Gym, Oakland Athletic Club, Sports Club at City Center, and the YMCA of the East Bay.

### SWIMMING

Five outdoor pools offer seasonal lap and recreational swimming and instruction. Call 238-3494 for info. Seasonal swimming is also featured at Lake Temescal.

### TENNIS

Oakland Parks and Recreation operates more than 50 tennis courts on a first-come, first-served basis. Call 238-3867.

## NORTHERN CALIFORNIA ATTRACTIONS

Look or work in Oakland, and the rest of California is at your feet. There is fun in every direction. Head north to the vineyards of Napa and Sonoma, go east to the grandeur of Yosemite, head south to the picturesque beauty of Monterey and Carmel, or go west for the beauty that is San Francisco.

The diverse terrain along the California coast also offers many enjoyable sites. The main road is state highway 1, better known as the Pacific Coast Highway, which runs just east of the Pacific Ocean and winds through canyons, forests and small seaside communities all the way into Southern California.

Ocean life teems off the coast, and riders often catch a glimpse of whales, dolphins, sea lions and sea otters frolicking in the water.

Closer to home is an outstanding array of entertainment opportunities. The Bay Area offers activities to suit any taste or interest, with the added benefit of being only a short drive away.

# Shopping

With billions spent in retail sales, the East Bay (Alameda and Contra Costa counties) is one of the highest spending markets in the country.

Oakland is responsible for nearly three out of every ten dollars spent on retail purchases in Alameda County.

The Oakland retail market has some of the most interesting and unusual retail successes in the East Bay. Oakland's Chinatown is a colorful, bustling marketplace. So are College Avenue, Grand Avenue, Piedmont Avenue, Jack London Square and Montclair Village.

There are a number of successful destination restaurants in Oakland, proving that the city is a viable market for retailing and that retailing that serves the existing customer markets can succeed.

## OAKLAND SHOPPING MALLS

Broadway-MacArthur Shopping Center  
Broadway & MacArthur Blvd.

Eastmont Mall Shopping Center  
Hegenberger Road & Bancroft Ave.  
Rockridge Shopping Center  
Broadway & Pleasant Valley Road

## OTHER SHOPPING AREAS

### CHINATOWN

Webster St. between 7th & 9th streets

### CITY SQUARE

Set off 14th St. and Broadway and bounded by Clay and 13th streets

### COLLEGE AVENUE

Extends from 51st and Broadway into Berkeley

### DIMOND DISTRICT

MacArthur Blvd. from Everett to Maple Ave., and Foothill Blvd. from MacArthur to Brookdale

### DOWNTOWN OAKLAND

Franklin St. to Telegraph Ave. and 9th St. to Grand Ave.

### FRUITVALE SHOPPING DISTRICT

Fruitvale Ave. from Foothill Blvd. to East 14th St. and Fruitvale and High streets

### GRAND AVENUE

Between Mandana Blvd. and Harrison St.

### JACK LONDON VILLAGE

At the foot of Alice St. along the Oakland Estuary

### JACK LONDON SQUARE

At the foot of Broadway on the waterfront

### LAKESHORE AVENUE

Between Mandana Blvd. and the Embarcadero

### MONTCLAIR VILLAGE

Mountain Blvd. between La Salle and Moraga avenues

### OAKLAND PRODUCE MARKET

2nd St. between Franklin and Webster streets

### OLD OAKLAND

8th to 10th streets between Broadway and Clay

### PIEDMONT AVENUE

Between Pleasant Valley Ave. and MacArthur Blvd.

### TELEGRAPH AVENUE

Extending from 38th to 53rd streets

THE ONLY THING WE  
OVERLOOK IS THE BAY.

**LOCATION:** Located on the waterfront at Embarcadero Cove off I-880, 5 minutes to Oakland Airport, downtown, Amtrak, BART, Coliseum and Jack London Square.

**ACCOMMODATIONS:** 145 oversized rooms, many with spectacular views of San Francisco. 23 mini-suites with wet bars.

**FEATURES:** Complimentary breakfast, courtesy airport shuttle, free parking, health club, pool & spa, conference and banquet facilities.

**RATES:** From \$70 - \$95. Special corporate, government and military rates available.



EXECUTIVE INN  
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(510) 536-6633 • (800) 346-6331

# Health Care

Oakland has long been one of the Bay Area's most important centers of medical care. The health care industry, in fact, has left an important economic footprint on the city. The ripple effect is staggering.

That ripple effect, according to "Duns Directory," totals nearly \$2.7 billion annually. Health care employs 14,000 people in the city. Nearly 1,500 physicians practice here. Charges for care at the city's four hospitals came to more than \$712 million in 1992.

The following is a rundown of the city's health care industry:

**Children's Hospital Oakland.** As one

of only 45 children's hospitals in the nation, Children's employs 1,900 people, has a medical staff of 600 and a volunteer corp of 3,000. Anticipating a great escalation in ambulatory treatment and same-day surgery, the hospital has completed a \$25 million outpatient center.

**Highland General Hospital.** The acute-care flagship of the Alameda County Medical Center, Highland includes a comprehensive system for health care, but is probably best known for its Trauma Center and for its expertise in handling traumas and emergencies.

**Kaiser Permanente.** The leader of the "managed care" revolution in the U.S., the Kaiser system generated \$4 billion in revenues in 1992 with net income of \$344 million. Kaiser serves 2.4 million people in the Bay Area.

**Summit Medical Center.** As Oakland's only private non-profit hospital serving adults and their families, Summit strode onto the national stage as one of the few successful mergers of a community hospital with a Catholic hospital. The resulting institution has 460 beds, employs 2,100, and has more than 800 physicians on staff.

**Alta Bates Medical Center,** located across the Oakland border in Berkeley, is also one of the East Bay's top health care facilities.

Other notable health care organizations headquartered in Oakland include the Telecare Corporation, the state's leading operator of private, inpatient psychiatric facilities; and QualMed Plan for Health, a health maintenance organization, which is merging with HealthNet to become the second largest HMO in California.

A notable Oakland health care facility specializing in outpatient surgery is The Surgery Center.



Tourism businesses create a ripple effect in local economies by bringing new cash to a community from outside. This ripple effect recycles every tourist dollar two and a half times through purchases by the tourism employer of goods and services and by the spending of the tourism employees in their communities.

In Oakland, for example, an informal survey has discovered that more than 3,000 individuals are employed by Oakland hotels, motels and select restaurants. In addition, it's estimated that for every 11 jobs in the hospitality industry, five more related jobs are created for businesses that supply goods and services.

One face of Oakland's hospitality industry is located near Oakland International Airport and the Oakland/Alameda County Coliseum complex. It's Hegenberger Road, and it's chock full of some of the city's finest sleeping accommodations and eating facilities.

Hotels on Hegenberger Road include the Oakland Airport Hilton, which contains the popular Hilton Sports Bar; the Park Plaza, a full-service hotel featuring an on-site health and fitness center; the Holiday Inn, with some 4,000 square feet of meeting space; and the Hampton Inn on nearby Enterprise Way, which features a large continental breakfast.

Downtown hotels include the Parc Oakland Hotel, Washington Inn, Travelodge, Lake Merritt and Thunderbird Inn.

Other popular Oakland hotels include the Claremont Resort, Spa & Tennis Club in the Oakland hills; the Waterfront Plaza Hotel in Jack London Square; and the Executive Inn on the Oakland estuary.

# Hospitality



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- State-of-art business services
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- Easy walk to downtown Oakland
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WATERFRONT  
PLAZA HOTEL  
(510) 836-3800



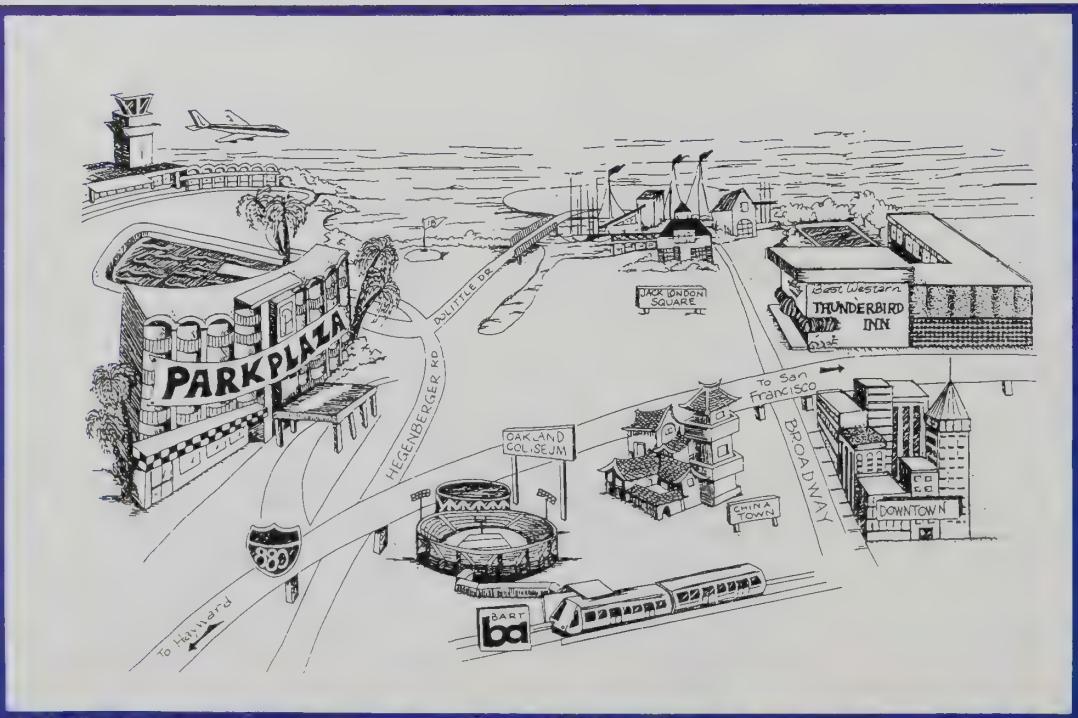
## Jack's Waterfront Restaurant & Bar

- Power Breakfast Every morning from 6:30am
- Waterside Lunch Menu Weekdays 11:30-2pm
- Early Dinner Specials Everyday 5-6:30pm
- Entertainment & Dancing Friday & Saturday from 9pm
- Happy Hour – Monday through Friday, 4:30-6pm

**JACK'S**  
Waterfront  
RESTAURANT & BAR  
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The New Jack London Square  
Oakland, California

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(800) 635-5301



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(510) 452-4565  
(800) 633-5973

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# Convention Facilities

A key element in Oakland's downtown revitalization was the opening of the Oakland Convention Center in 1983. Located near City Center, it offers first-class facilities for conventions, meetings and trade shows.

## OAKLAND CONVENTION CENTER

550 10th Street  
839-7500

55,600 square feet, 12 meeting rooms

## HENRY J. KAISER CONVENTION CENTER

10 10th Street  
893-2082  
26,000 square feet,  
1,900-seat theater

## OAKLAND/ALAMEDA COUNTY COLISEUM

Hegenberger Road at I-880  
569-2121  
Outdoor stadium seats nearly 50,000;  
indoor arena seats 15,000; exhibit space  
50,000 square feet indoors, 53,000  
outdoors

## KAISER CENTER AUDITORIUM

300 Lakeside Drive  
271-6100  
Auditorium seats 320

## HEALTH EDUCATION CENTER

400 Hawthorne Avenue  
420-6161  
Ten conference rooms; auditorium



**■ Complimentary Continental Breakfast**  
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2. When you're confirmed, call the nearest PG&E office to tell us more about your business.

3. Fill out an application for the PG&E buyer who purchases your goods or services. And be sure to stay in touch.

Find out more about PG&E's purchasing contracts and you could be walking into a new business opportunity. Call PG&E at 1-800-776-EOPP.



## Utilities

**AT & T.** A global company that provides communications services and products as well as network equipment and computer systems to businesses, consumers, telecommunications service providers and government agencies.

**MCI.** Offers customized small business products to help companies get the most from their long distance service.

**Pacific Bell.** Offers fiber optics for many business needs, as well as the most modern, up-to-date switching equipment available.

**Sprint.** A diversified international telecommunications company with \$9.2 billion

in annual revenues and the country's only nationwide all-digital, fiber-optic network.

**California Waste Solutions.** Provides state-of-the-art recycling services to businesses throughout Northern California.

**Pacific Gas & Electric Co.** Has a wide variety of tools that can help businesses run more efficiently. Rebates are offered with PG&E's Customer Energy Efficiency Programs.

**Oakland Scavenger Co.** Has been operating in Alameda County since 1920 and currently serves over 300,000 residents, providing a complete range of residential and commercial refuse.

## Media

As a major urban center, Oakland has its own local daily newspaper, radio station, and a television station with daily award-winning newscasts.

In addition to media and cable companies, the city is served by other major Bay Area newspapers, seven TV stations and the public broadcasting system. More than 20 other radio stations are received.

Oakland's own KTVU-TV, a Bay Area Fox affiliate, calls its 10 o'clock news "The number one prime time newscast in the country."

## NEWSPAPERS

### THE OAKLAND TRIBUNE

66 Jack London Square  
208-6300

Major metropolitan newspaper published daily by the Alameda Newspaper Group

### THE MONTCLARION

5707 Redwood Road  
339-4060  
Publishes Tuesdays and Fridays

### OAKLAND POST

630 20th Street  
763-1120  
Twice weekly publication

## TELEVISION

KTUU-TV Channel 2  
2 Jack London Square  
834-1212

## RADIO

KDIA 1310 AM Radio  
384 Embarcadero West  
251-1400

# Education

Oakland was the first home of the University of California, and education continues to be an important aspect of life in the city today. Oakland, in fact, is the home of the Office of the President, University of California, and the area's workforce is one of the most highly educated in the country.

More than 170 public and private schools provide elementary and secondary education, while two community colleges and four four-year institutions sit within the city limits. The world renowned UC-Berkeley campus is nearby.

In addition, four Bay Area colleges offer an array of evening extension classes in Oakland.

Oakland's four-year colleges are:

**California College of Arts & Crafts,**  
5212 Broadway, 653-8118

**Holy Names College**, 3500 Mountain Blvd., 436-0111

**Mills College**, 5000 MacArthur Blvd., 430-2255

**Patten College**, 2433 Coolidge Ave., 533-8306

Two-year colleges are:

**Laney Community College**, 900 Fallon St., 834-5740

**Merritt Community College**, 12500 Campus Dr., 531-4911

Other nearby colleges and universities include Armstrong University (Berkeley), the University of California (Berkeley), California State University (Hayward), Golden Gate University (San Francisco) and St. Mary's College (Moraga).

Golden Gate and St. Mary's offer continuing education courses (undergraduate and graduate) in downtown Oakland.

## LIBRARIES

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900-Fallon Street  
Oakland, Ca. 94607

- Located near BART and other major public transportation
- Two blocks from Hwy 880
- Ten minute walk from the heart of downtown Oakland

Call (510) 834-5740 Fax (510) 464-3240  
Catalog and Schedules of classes are available.



# An OASIS Of Learning In Oakland



Call (510) 533-8300  
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Oakland, CA 94601

**PATTEN** is a Christian College with a 50-year history of providing individualized education within an interdenominational and ethnically diverse setting. The College is regionally accredited by the Western Association of Schools and Colleges.

**PATTEN** offers the A.A., B.A., B.S. degrees and the Multiple Subject Teaching Credential Program. Majors include Liberal Studies, Organizational Management, Christian Education, Pastoral Studies, Pre-Seminary Studies and Sacred Music.

**PATTEN**'s beautiful landscaped campus provides an oasis for learning in which students feel a strong network of support from faculty, staff and fellow students. Patten College offers co-ed athletics which compete in the NAIA at the Division I Level.

## Government

Oakland operates with a City Manager/City Council form of government. The City Council, the city's legislative arm, is composed of a mayor and eight council members, all of whom are elected. Seven council members represent specific districts, while one is elected "at large."

The Mayor and City Council are elected to serve four-year terms. The City Manager, responsible for day-to-day fiscal operations, is hired by the City Council as the city's chief executive officer, and is responsible for the operations of all city departments. The City Council meets each Tuesday evening at 7:30 p.m. at the Garden Center in Lakeside Park.

Oakland is also the seat of Alameda County, which is one of California's largest counties with a population that exceeds 1.1 million.

The "regional" concept is nothing new to Oakland, which is the home to the state-wide League of California Cities, the Alameda/Contra Costa Transit District, the East Bay Municipal Utility District and the Institute for Local Self-Government.

Oakland is a city with an abundance of resources that are offered to businesses and residents. A progressive government moni-

tors Oakland's development into a world-class city. State-of-the-art transportation, law enforcement and utility facilities keep the city running smoothly.

### U.S. POSTAL SERVICE

The Oakland Main Post Office is the regional distribution center and is located at 1675 7th Street. The Civic Center branch is at 201 13th Street. Eleven other postal stations serve the city.



# Transportation

Oakland, the transportation hub of the Bay Area, is the only city in Northern California that is served within its city limits by ship, air, rail lines, BART, and freeways heading north, south, east and west.

Routes lead into Oakland from all over the world, spreading out like the roots and branches of the oak tree for which the city is named. Goods move in by ship from the countries of the Pacific Rim and leave by train and truck to be distributed to the rest of the United States.

Oakland, in fact, is a prime example of an intermodal city — a place with a rich array of transportation options for people and freight. With an airport, seaport, three commercial railroads, three interstate highways, Amtrak, AC Transit, BART, ferries and a number of state highways and regional arterial routes, Oakland is a key hub in the Bay Area's transportation network.

Located in the precise geographical center of the Bay Area, Oakland has been recognized as an important transportation center for more than 100 years. It was originally the western terminus of the transcontinental railroad.

The Port of Oakland is one of the busiest container facilities in the United States,

Oakland International Airport has connecting flights to more than 150 cities worldwide, and rail lines lead everywhere. Locally, the freeways and BART system make getting to and from downtown a quick and easy process.

## AMTRAK

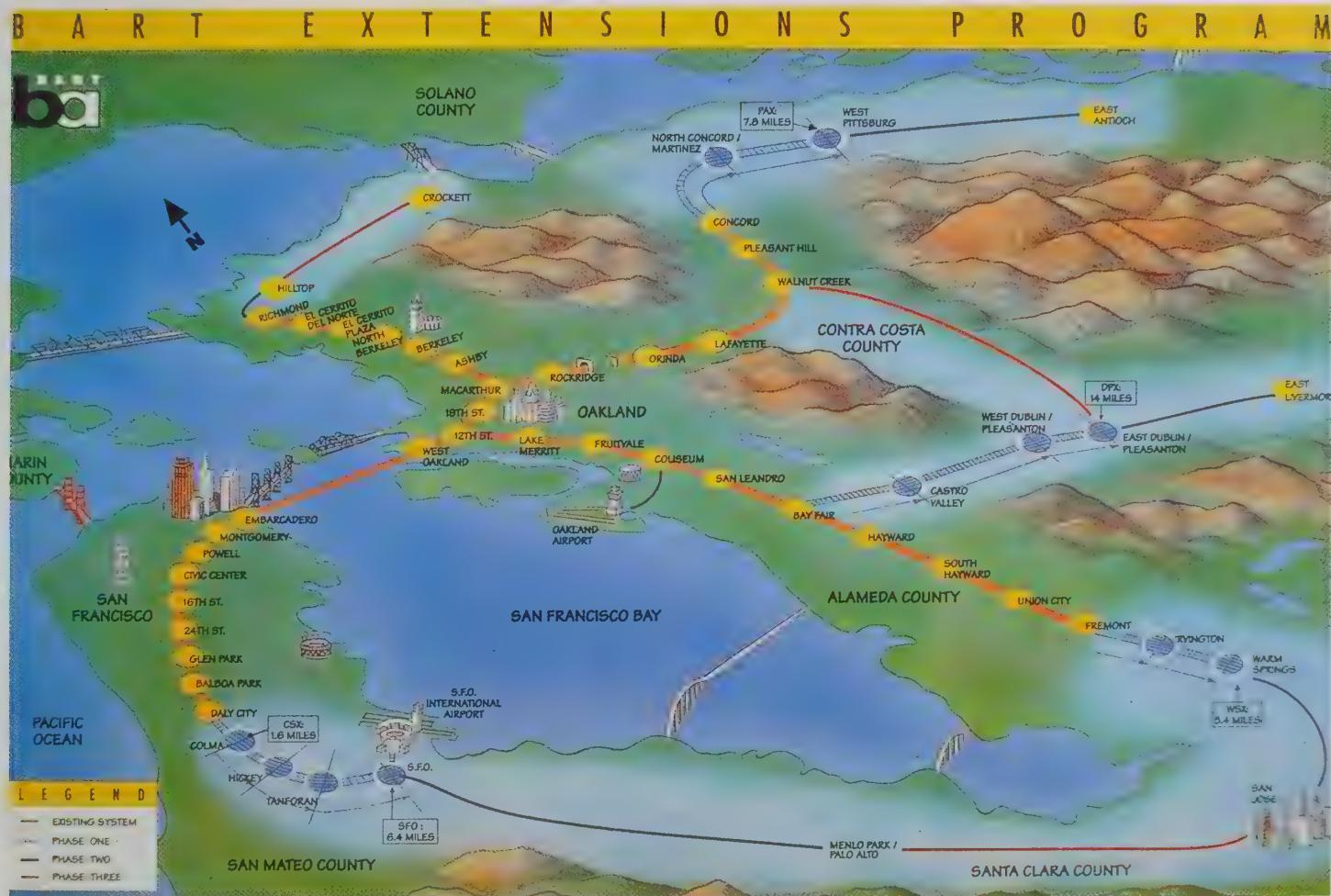
Oakland's new Jack London Square Amtrak station is moving closer to completion, with an opening scheduled for early spring. The station at Embarcadero and Alice Street will feature a footbridge that connects to Jack London Square's shops and restaurants. Info: (800) USA-RAIL.

## AC TRANSIT

Two major proposed projects designed to bring 21st century transportation technology to the streets of downtown Oakland would take the physical form of some old-time mobility modes: streetcars and electric trolley buses. These efficient, environmentally friendly transit forms could be back by the late 1990s. Info: (800) 559-4636

## BAY AREA RAPID TRANSIT (BART)

BART has already carried approximately one billion riders during its 20 years of Bay Area service. Now, BART has plans for



extensions to Dublin/Pleasanton (1995), Colma (1995), Pittsburg/Antioch (1997) and Warm Springs (no completion date set). The Colma extension would take BART directly to San Francisco International Airport, while Warm Springs would bring BART service south of Fremont. Info: 465-BART.

### OAKLAND INTERNATIONAL AIRPORT

Oakland International Airport is quickly becoming the hub of the Bay Area. In fact, the airport is actually closer to downtown San Francisco than that city's own airport.

Oakland has excellent one-stop schedules through Dallas, Chicago and other hub cities, and the airlines, recognizing the increased demand for service, have started adding to their flight schedules.

Airport planners are now taking a sharp look at the future. A master plan is in the works for the year 2007 that conservatively predicts 11 million passengers a year for

Oakland, and that includes a new 10,000-foot runway, new parking facilities, 20 new gates and, possibly, a new terminal.

### Port of Oakland

Located on one of the world's most beautiful natural harbors, the Port of Oakland is one of the largest container ports on the globe.

The port handles 90 percent of Northern California's container traffic, which includes service by more than 30 container lines. It has the technically advanced facilities available not only for containers, but for breakbulk, heavy-lift and other specialized cargo.

Recently, more than 75 acres of land, buildings and warehouses were turned over to the port from the U.S. Navy, which was the culmination of the first phase of the transfer of 80 acres to the port. The lease of land is the result of a December 1993 agreement to lease the property for \$1 per year.

DEPARTS FROM  
**JACK LONDON SQUARE**  
OAKLAND

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**Anaconda Tower, Denver**



**Nxtel Center, Oakland**

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**Mountain Bay Plaza, Mountain View**



**Mile High Center, Denver**



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# City of Oakland Demographics



## OAKLAND METROPOLITAN ECONOMY

### STATISTICAL OUTLOOK

The following comprehensive tables of statistical data have been prepared by the Oakland Metropolitan Chamber of Commerce to provide the business community with the most critical economic information available. This material has been collected from a variety of local and regional sources, and is not readily available.

We are certain you'll find this information timely and informative. Your suggestions and comments are welcome.

### REGIONAL OUTLOOK

The Bay Area is a closely interconnected region as well as a set of independent sub-regions. Many residents live, work and shop within one community, and may not be concerned with the issues and economy of another. However, the population, jobs and housing trends in each sub-region are loosely interconnected. During the 1990s, constraints of additional development in San Francisco, Central Contra Costa County, and Santa Clara County pushed much of the job growth in the region to Oakland, as well as other East and North Bay areas.

Two infrastructure issues will determine how strong the East Bay economy will be in the 1990s. First, the dredging of the bay will allow the Port of Oakland to compete with other West Coast ports for Pacific Rim trade. Second, extension of the Bay Area Rapid Transit system (BART) is now underway, and will greatly enhance the transportation infrastructure of the East Bay.

The Bay Area economy is mature and stable by California standards. Despite the recession and high costs that limit growth, the East Bay has many advantages that will attract business. It is our purpose to provide you with the most accurate and up-to-date economic data available to aid you in making critical decisions during these difficult and changing times.

The Economic & Demographic Data for the Oakland Metropolitan Area is compiled and edited by the Economic Development Department of the Oakland Chamber of Commerce. Every attempt has been made to verify the accuracy and currency of this information; we can assume no responsibility for misinformation, errors, omissions or recent changes.

Economic Development Department  
Oakland Chamber of Commerce  
May 1994

## CITY OF OAKLAND HOUSING

TOTAL UNITS	152,797	Owner	Renter
Occupied	142,849	59,997 (42%)	82,852 (55%)

Percentages based on 1990 Census numbers  
Source: CA Department of Finance, Demographic Research Unit

VALUE Owner-	Occupied Housing Units
Less than \$15,000	318
\$15,000 - \$174,999	24,489
\$175,000 - \$249,999	9,104
\$250,000 - \$399,999	11,991
\$400,000 or more	4,386

Median Value/Owner Occupied Housing Units: \$177,400

CONTRACT RENT	Renter-Occupied Housing Units
Less than \$100 - \$1,000 or more	83,668

Median Contract Rent/ Renter-Occupied Housing Units: \$486.00

Source: U.S. Census Bureau, 1990 Census

## CITY OF OAKLAND EDUCATION

### OAKLAND UNIFIED SCHOOL DISTRICT

Oakland Unified School District  
1025 Second Avenue, Oakland California 94606  
(510) 836-8270

### LARGER PRIVATE SCHOOLS

Enrollment

Bishop O'Dowd	1050
College Preparatory	319
Head Royce	270*
Holy Names High School	297
St. Elizabeth High School	320

### Enrollment Figures

- 59 Elementary Schools
- 15 Middle & Junior Schools
- 6 Senior High Schools
- 6 Alternative Senior High School
- 3 Special Education Schools

Total Enrollment as of April 1994 = 51,259

There are also a wide range of private schools for grades K-8 which are non-profit and religiously supported.

\*Head-Royce School also provide education for grades K-8, bringing total enrollment for all grades to 770.

COLLEGES/UNIVERSITIES			
	TYPE	ENROLLMENT	HOUSING
OAKLAND			
California College of Arts & Crafts	Four-Year +	1,176	Yes
Holy Names College	Four-Year +	966	Yes
Laney College	Community	11,327	No
Merritt College	Community	5,685	No
Mills College	Four-Year +	1,137	Yes
Samuel Merritt College of Nursing	Four-Year	427	Yes
BERKELEY			
University of California, Berkeley	Four-Year +	30,341	Yes
Vista College	Community	3,340	No
HAYWARD			
Chabot College	Community	13,948	No
California State University, Hayward	Four-Year +	12,583	Yes
ALAMEDA			
College of Alameda	Community	4,606	No
ORINDA			
John F. Kennedy University	Four year +	1,853	No
St. Mary's College	Four year +	4,087	Yes

Prepared by:

Oakland Metropolitan Chamber of Commerce  
475 14th Street • Oakland, CA 94612-1903  
phone (510) 874-4800 • fax (510) 839-8817

**LARGEST ALAMEDA COUNTY EMPLOYERS**  
Ranked by Number of Full Time Employees

Rank	Firm	Number of Full- Time Employees	Total Gross Revenue Fiscal 1992	Principal Product or Service	Year Founded
1	U.S. Navy	24,110	NA	Admin., auxillary medical operational service to the Navy Fleet	1795
2.	Alameda County	10,905	1.11 billion	County government	1853
3.	Lawrence Livermore National Laboratory	8,479	1.1 billion	Research and development	1952
4.	University of California at Berkeley	7,136	567.1 million	Higher education	1868
5.	Kaiser Permanente,	6,086	WND	Health Maintenance Organization	1942
6.	Oakland Public Schools	6,000	300 million	Public education	1853
7.	City of Oakland	5,232	NA	Government services	1968
8.	New United Motor Manufacturing, Inc	4,200	2 billion	Manufacturer of passenger cars compact pickup trucks	1984
9.	Pacific Bell	3,374	8.75 billion	Telecommunications products and services	1906
10	Lucky Stores Inc.	3,281	WND	Retail grocery stores	1931
11	Bay Area Rapid Transit	2,700	219.9 million	Public transportation	1972
12	Lawrence Berkeley Laboratory	2,516	262.3 million	Research and development	1931
13	U.S. Postal Service, Oakland District	2,361	390.4 million	Processing and delivery of mail	1776
14	Alta Bates Medical Center	2,270	455.2 million	Health care	1904
15	Safeway, Inc.	1,897	NA	Retail grocery stores	1926
16	Chiron Corp.	1,866	NA	Biotechnology	1981
17	Alameda-Contra Costa Transit District	1,800	138 million	Public bus system serving the East Bay	1956
18	East Bay Municipal Utility District	1,604	356.4 million	Water utility	1923
19	Summitt Medical Center	1,600	250 million	Health care system	1992
20	City of Berkeley	1,564	171.9 million	Government services	1908
21	The Clorox Co.	1,564	1.7 billion	Manufacturer of household products	1913
22	Children's Hospital Oakland	1,484	212 million	Pediatric medical care, teaching and research	1912
23	World Savings and Loan Association	1,266	2.02 million	Savings and loans	1912
24	Seagate Magnetics	1,200	WND	Hard disk drive manufacturer	NA
25	Alameda Unified School Districts	1,000	50 million	Public education	1855
25	American President Companies Ltd.	1,000	2.5 billion	Worldwide container transporation services	1974

NA= Not available WND= Would not disclose

Source = San Francisco Business Times, Book of Lists 1992

**CITY OF OAKLAND  
EMPLOYMENT PROJECTIONS**

Total Jobs	1990	1995	2000	2005	2010
	190,860	180,550	193,500	207,020	213,160
Agriculture & Mining Jobs	540	400	310	250	230
Manufacturing & Wholesale Jobs	31,930	26,260	26,780	29,800	30,930
Retail Jobs	21,960	18,990	21,410	22,320	23,870
Service Jobs	65,370	67,870	72,560	76,740	80,140
Other Jobs	71,060	67,030	72,440	77,910	77,990
Employed Residents	164,394	157,300	165,400	174,800	177,500

Source: Association of Bay Area Governments (ABAG) '94 Projections

CITY OF OAKLAND WAGES AND SALARIES

WEEKLY EARNINGS OF PROFESSIONAL AND ADMINISTRATIVE WORKERS				
Level	Occupation	No. of Workers	Average Weekly Hours	Range of Weekly Earnings \$
3	Accountants	2,143	39.6-40.0	704-925
4	Attorneys	188	39.1-40.0	1,536-1,934
4	Engineers	8,376	39.8-40.0	1,058-1,293
2	Buyers/Contracting Specialist	895	40.0	595-719
3	Computer Programmers	635	39.7-40.0	773-900
2	Computer Systems Analysts	3,373	39.5-40.0	864-1,025
3	Personnel Specialist	1,307	39.5-40.0	664-930
2	Tax Collectors	116	40.0	585-620
WEEKLY EARNINGS OF TECHNICAL WORKERS				
3	Computer Operators	726	39.1-39.7	464-692
3	Drafters	377	39.8-40.0	560-820
5	Engineering Technicians	2,104	40.0	791-910
	Corrections Officer	220	40.0	657-726
	Firefighter	786	52.3	733-853
	Police Officers	5392	40.0	813-910
WEEKLY EARNINGS OF CLERICAL WORKERS				
3	Accounting Clerks	3,518	39.5-40.0	400-553
3	General Clerks	6,474	39.5-39.9	353-510
2	Order Clerks	184	40.0	427-500
2	Key Entry Operators	1,376	39.9	345-515
4	Secretaries	2,249	39.2-40.0	538-713
	Switchboard Operators/Receptionists	3,429	39.3-40.0	338-547
2	Word Processors	769	38.7-40.0	429-522
HOURLY EARNINGS OF MAINTENANCE AND TOOLROOM WORKERS				
Level	Occupation	No. of Workers	Range of Hourly Earnings \$	
	General Maintenance Workers	1,152	8.68-17.92	
	Maintenance Electricians	2,028	15.44-22.88	
2	Maintenance Electronics Technicians	2,556	13.52-20.96	
	Maintenance Machinists	1,585	18.10-18.75	
	Maintenance Mechanics, Machinery	5,831	15.38-23.15	
	Maintenance Mechanics, Motor Vehicles	2,113	15.96-21.90	
	Maintenance Pipefitters	952	19.33-20.00	
	Tool & Die Makers	452	18.69-21.18	
HOURLY EARNINGS OF MATERIAL MOVEMENT & CUSTODIAL WORKERS				
Level	Occupation	Number of Workers	Range of Hourly Earnings \$	
	Forklift Operators	4,030	12.23-16.56	
1	Guards	9,936	6.00-7.25	
	Janitors	13,974	5.85-12.53	
	Material Handling Laborers	1,571	7.00-14.47	
	Order Fillers	1,688	9.39-11.20	
	Shipping/Receiving Clerks	3,820	9.04-13.52	
	Truck Drivers (medium truck)	3,830	12.50-18.00	
	Truck Drivers (tractor trailer)	5,430	13.00-17.00	
	Warehouse Specialists	6,930	9.28-16.62	

Source: The U.S. Department of Labor Bureau of Statistics  
 The information presented here is based on different levels.  
 The levels are determined by job responsibility.  
 For more info., call the Chamber

CITY OF OAKLAND

EMPLOYMENT

(EMPLOYED PERSONS 16 YEARS AND OVER)

BY INDUSTRY EMPLOYED PERCENT		
Agriculture, Forestry and Fisheries	1,954	1.2%
Mining	259	0.2%
Construction	8,492	5.2%
Manufacturing - Non Durable Goods	8,511	5.2%
Manufacturing - Durable Goods	8,773	5.4%
Transportation	10,369	6.4%
Communications and Other Public Utilities	4,299	2.6%
Wholesale Trade	5,549	3.4%
Retail Trade	24,709	15.2%
Finance, Insurance and Real Estate	12,130	7.5%
Business and Repair Services	10,793	6.6%
Personal Services	6,107	3.8%
Entertainment and Recreations Services	2,908	1.8%
Professional and Related Services:	47,659	29.3%
• Health Service	(15,243)	(9.4%)
• Educational Services	(14,986)	(9.2%)
• Other Professional Related Services	(17,430)	(10.7%)
TOTAL EMPLOYED	162,488	100%

BY OCCUPATION EMPLOYED PERCENT		
Mangerial and Professional Specialty	51,873	31.9%
• Executive, Administrative, Managerial	(22,525)	(13.9%)
• Professional Specialty	(29,348)	(18.1%)
Technical, Sales and Administrative Support	51,847	31.9%
• Technicians and Related Support	(6,876)	(4.2%)
• Sales	(16,335)	(10.1%)
• Administrative Support, including Clerical	(28,636)	(17.6%)
Service Occupations	24,186	14.9%
• Private Household	(1,240)	(0.8%)
• Protective Services	(2,518)	(1.5%)
• Service (except protective & household)	(20,428)	(12.6%)
Farming, Forestry and Fishing	1,974	1.2%
Precision Production, Craft and Repair	12,904	7.9%
Operators, Fabricators and Laborers	19,704	12.1%
• Machine Operators, Assemblers & Inspectors	(7,988)	(4.9%)
• Transportation & Material Moving	(5,637)	(3.5%)
• Handlers, Equipment Cleaners, Helpers & Laborers (6,079)	(3.7%)	
TOTAL EMPLOYED	162,488	100%

U.S. Census Bureau 1990

CITY OF OAKLAND  
 RETAIL SALES

RETAIL SALES BY STORE GROUP							
Metro Area 2. County 3. City	Total Retail Sales (\$000)	Food (\$000)	Eating & Drinking Places (\$000)	General Mdse. (\$000)	Furniture/ Furnish. Appliance (\$000)	Automotive (\$000)	Drug (\$000)
Oakland	17,044,438	3,217,084	1,818,656	2,026,344	1,232,169	3,387,158	787,348
Alameda	10,570,988	1,893,697	1,167,291	1,250,527	856,715	2,216,493	465,747
Oakland	2,312,233	457,049	334,943	148,400	173,446	451,896	137,046

EFFECTIVE BUYING INCOME

Metro Area 2. County 3. City	Total EBI (\$000)	Median Household	% OF HOUSEHOLDS BY EBI GROUP				Buying Power Index
			A.	B.	C.	D.	
Oakland	41,054,398	43,151	11.7	19.5	19.0	41.3	9548
Alameda	23,542,795	40,289	12.8	20.6	18.9	38.1	5659
Oakland	5,805,527	29,767	18.2	24.0	16.3	25.9	1397

(A) \$10,000 - \$19,999  
 (B) \$20,000 - \$34,999  
 (C) \$35,000 - \$49,999  
 (D) \$50,000 & Over

Source: Sales & Marketing Management, Survey of Buying Power (8/93)

**LARGEST CHAMBER MEMBERS**  
(RANKED BY NUMBER OF FULL TIME EMPLOYEES)

Rank	Firm Name	Number of Full Time Employees	Principal Product or Service
1.	University of California at Berkeley	7,136	Higher education
2.	Kaiser Permanente, Northern CA Region	6,086	Health maintenance
3.	Oakland Public Schools	6,000	Public Education
4.	New United Motor Manufacturing Inc.	4,200	Manufacturer of passenger cars, compact pickup trucks
5.	Pacific Bell	3,374	Telecommunications products and services
6.	Lucky Store, Inc.	3,281	Retail grocery stores
7.	Alameda County Medical Center	2,900	County hospital group (Highland, John George, Fairmont)
8.	Bay Area Rapid Transit	2,700	Public transportation
9.	Lawrence Berkeley Laboratory	2,516	Research and development
10.	U.S. Postal Service, Oakland Dist.	2,361	Processing and delivery of mail
11.	Alta Bates Medical Center	2,270	Health care
12.	Safeway, Inc.	1,897	Retail grocery stores
13.	Chiron Corp.	1,866	Biotechnology
14.	Alameda-Contra Costa Transit District	1,800	Public bus system serving the East Bay
15.	East Bay Municipal Utility District	1,604	Water utility
16.	Summit Medical Center	1,600	Health care system
17.	The Clorox Company	1,500	Manufacturer of household products
18.	Peralta Community College District	1,500	Higher education
19.	Children's Hospital Oakland	1,484	Pediatric medical care, teaching and research
20.	Hayward State University	1,285	Higher education
21.	World Savings and Loan Association	1,266	Savings and loan
22.	American President Companies Ltd.	1,000	Worldwide container transportation services
23.	Waste Management of Alameda County	950	Refuse service and collection
24.	Mother's Cake and Cookies	900	Cookie Manufacturer
25.	Volume Services	900	Food Services
25.	Alameda Newspaper Group	825	Newspaper Publishers

Source: Oakland Metropolitan Chamber of Commerce

**CITY OF OAKLAND**  
RETAIL SALES FOR DOWNTOWN OAKLAND AND ALL OAKLAND  
(1988 to 1992)

1992 # of Total Outlets w/Sales (1)	1988 Total Sales \$M	1989 Total Sales \$M	1990 Total Sales \$M	1991 Total Sales \$M	1992 Total Sales \$M
<b>"SHOPPERS GOODS"</b>					
<b>Downtown</b>					
Apparel	20	14.8	13.4	13.7	14.0
Non-apparel DSTM	69	71.3	67.7	69.1	49.7
Food & Convenience	31	22.3	25.6	26.5	34.1
Other Retail	16	20.1	22.6	20.9	20.1
Eating & Drinking	80	66.7	70.0	70.3	68.6
<b>Total:</b>	<b>216</b>	<b>\$195.2</b>	<b>\$199.3</b>	<b>\$200.6</b>	<b>\$186.5</b>
<b>Downtown as a % of all Oakland</b>					
	14.1%	13.8%	14.3%	12.8%	13.3%
<b>All Oakland</b>					
Apparel	116	76.4	81.4	80.9	74.0
Non-apparel DSTM	363	282.0	265.5	285.1	269.5
Food & Convenience	280	555.7	609.6	571.0	666.3
Other Retail	92	200.0	201.3	183.8	166.8
Eating & Drinking	307	267.2	283.7	281.7	285.5
<b>Total:</b>	<b>1,158</b>	<b>\$1,381.3</b>	<b>\$1,441.6</b>	<b>\$1,402.6</b>	<b>\$1,422.9</b>
<b>ALL RETAIL SALES - 1988 to 1992</b>					
<b>Downtown</b>					
Shoppers Goods/Eating & Drinking	216	\$195.2	\$199.3	\$200.6	\$186.5
Hotel/Amusement	10	\$8.7	\$8.7	\$7.9	\$9.4
Business Services & Supplies	36	\$112.3	\$81.7	\$91.3	\$112.9
New Motor Vehicles & Supplies	8	\$99.0	\$114.1	\$86.6	\$77.4
Service Stations	10	\$16.2	\$19.5	\$18.9	\$16.8
All Other Outlets (except non-store & part-time)	NA	\$140.9	\$153.8	\$133.8	\$125.1
<b>Total(2)</b>		<b>\$650.6</b>	<b>\$632.7</b>	<b>\$600.0</b>	<b>\$593.8</b>
<b>Downtown as a % of all Oakland</b>					
	21.7%	20.6%	20.4%	19.8%	17.3%
<b>All Oakland</b>					
Shoppers Goods	1,158	\$1,381.3	\$1,441.6	\$1,402.6	\$1,422.9
Hotel/Amusement	50	\$52.9	\$50.9	\$55.6	\$49.5
Business Services & Supplies	41	\$212.6	\$164.6	\$147.6	\$168.3
New Motor Vehicles & Supplies	68	\$363.1	\$402.1	\$366.4	\$367.9
Service Stations	83	\$140.2	\$146.3	\$170.9	\$165.9
All Other Outlets	NA	\$848.6	\$872.5	\$795.0	\$788.5
<b>Total</b>		<b>\$2,998.6</b>	<b>\$3,077.9</b>	<b>\$2,938.1</b>	<b>\$3,002.2</b>
					<b>\$2,916.1</b>

(1) Outlets with reasonable sales levels, the same standard for downtown and all Oakland.

(2) Total will not be the sum of categories due to inclusion of Non-store and Part-Time Outlets.

Source: OEDE (May 1994)

**CITY OF OAKLAND**  
REVENUE

COMPARATIVE REVENUE ANALYSIS - CASH BASIS FOR FISCAL YEAR 1992 - 1993			
FUND	PERCENTAGE RATE	ACTUAL COLLECTIONS	
		1993	1992
Property Taxes	\$4.00 per \$100 appraised value plus taxes levied to cover voter approved and bonded indebtedness for county, city, school, or other taxing agencies.	\$70,777,093	\$71,217,014
Sales & Use Tax	1% of Local Taxes collected	25,019,329	26,315,119
Motor Vehicles in Lieu Tax	3.1% per capita based on population	14,206,797	12,793,922
Other State Taxes Varies	based on state revenues	49,876	281,085
Utility Consumption Tax	7.5% on gross receipt	29,052,275.2	6,342,901
Business Tax	See Table II.	24,457,676	23,841,369
Real Estate Transfer Tax	1.50% of value of consideration	10,364,365	10,270,392
Transient Occupancy Tax	11% of gross receipt	4,887,838	5,279,554
Parking Tax	10% of gross receipt	2,999,179	2,103,280
Other Local Taxes Varies	based on Local revenues	103,204	104,296
Franchise Tax	Varies	6,917,081	5,224,601
Licenses & Permits	Varies	5,436,908	5,057,156
Fines & Penalties	Varies	6,565,652	6,158,118
Interest & Rentals	Varies	7,213,165	6,347,497
Clean Oakland Fees	60c/1st can = 40c/each add'l can	2,060,473	2,090,870
Commercial:	5.576% of billing		
Other Serv. Chrgs & Fees	Varies	11,125,828	12,267,789
Other Revenues	Varies	18,689,830	25,526,166
Lighting/Landscape Assess.	Varies based on three zones, Single, Family, Residence or equivalent	14,451,647	12,633,044
Refuse Collection Admin	Varies	489,306	606,062
Total All Funds		\$254,867,522	\$254,460,235

\* All property appraised at full market value as of 3/1/75, with increases limited to a maximum of 2% annually or change in CPI, whichever is less. Property created or sold since 3/1/75 will bear full cash value as of the time created or sold, plus 2% annual increase or CPI change.

Source: City of Oakland, Central Revenue Collections (Fiscal Year 1992-1993)

**BUSINESS LICENSE TAX ACCOUNTS**  
1986, 1992, 1993 COMPARISON

**CITY OF OAKLAND**  
MARKET AND SUBMARKET ACTIVITY CLASS A AND B FIRST QUARTER 1994  
MARKET CLASS \*

Code	Description	Tax Base	1992-93 Tax Rate	Total Licenses 1993	Total Licenses 1992	Total Licenses 1986	% Change 92/93
A	Retail Sales	Gross Receipts	\$1.20*	5,955	5,625	6,346	+ 5.9
B	Grocers	Gross Receipts	\$1.60*	1,064	986	877	+ 7.9
C	Automobile Dealers	Gross Receipts	\$1.20*	156	148	147	+ 5.4
D	Wholesale Sales	Gross Receipts	\$1.20*	1,147	1,082	1,069	+ 6.0
E	Business/Personal Service	Gross Receipts	\$1.80*	9,065	8,404	8,907	+ 7.9
F	Professional & Semi-Professional	Gross Receipts	\$3.60*	7,980	7,012	5,455	+ 13.8
G	Recreation & Entertainment	Gross Receipts	\$4.50*	626	528	562	+ 18.6
H	Construction & Contractors	Gross Receipts	\$1.80*	7,151	6,125	5,418	+ 16.8
I	Manufacturing (A)	Value Added	\$1.20*	1,127	1,070	1,029	+ 5.3
J	Manufacturing (B)	MFG Expense	\$1.20*	22	26	48	- 15.4
K	Administrative Headquarters	Gross Payroll	\$1.20*	126	126	184	0
L	Transportation	Employees	See Tax Table II	243	241	191	+ 0.8
M	Rental of Residential Property	Gross Receipts	\$13.95*	17,595	5,975 1	4,028	+ 94.4
N	Rental Commercial/Ind. Property	Gross Receipts	\$13.95*	1,757	1,709	1,784	+ 2.8
O	Rental of Commercial Ind. Property (5 year exempt)	Gross Receipts	\$1.80*	15	12	26	+ 0.5
P	Rental of Hotel or Motel	Gross Receipts	\$1.80*	110	114	106	- 3.5
T	Media Firms	Gross Receipts	\$1.20*	109	80	--	+ 6.2
U	Public Utility	Gross Receipts	\$1.00	30	30	--	0
W	Miscellaneous	Gross Payroll	\$1.20*	44	30	108	+ 6.72
X	Taxis/cabs	# of Permit	\$180**	74	67	158	+ 10.4
Y	Ambulances and Limousines	# of vehicles	\$75***	26	26	22	0
<b>TOTAL LICENSES</b>				<b>54,423</b>	<b>39,416</b>	<b>46,465</b>	<b>+ 38.0</b>

Total Revenue for 1993 = \$254,867,522

\* Per \$1,000 \*\* Per Permit \*\*\*Per Vehicle

Inventory	Direct Availabilities	Direct Vacancy Rate	Overall Availabilities	Overall Vacancy Rate	Direct Rental Range	Weighted Average Rental
OAKLAND CBD						
A 5,511,510	786,753	14.3%	943,908	17.0%	\$1.50-2.63	\$1.96
B 2,777,762	397,934	14.3%	423,044	15.2%	\$1.70-2.25	\$1.36
TELEGRAPH						
A 0	0	N/A	0	N/A	N/A	N/A
B 256,750	59,300	23.1%	59,300	23.1%	\$70-1.45	\$1.28
LAKE MERRITT						
A 3,504,946	398,756	11.4%	517,335	14.8%	\$1.55-2.50	\$1.95
B 1,113,772	167,292	15.0%	192,402	17.3%	\$90-2.25	\$1.33
COURTHOUSE						
A 0	0	N/A	0	N/A	N/A	N/A
B 250,828	11,147	4.4%	11,147	4.4%	\$85-1.75	\$1.16
JACK LONDON						
A 0	0	N/A	0	N/A	N/A	N/A
B 550,835	107,988	19.6%	107,988	19.6%	\$90-1.85	\$1.32
CITY CENTER						
A 2,006,564	387,997	19.3%	417,573	20.8%	\$1.50-2.63	\$1.97
B 605,577	52,207	8.6%	52,207	8.6%	\$1.55-2.13	\$1.73
NON-CENTRAL BUSINESS DISTRICT						
A 1,070,527	243,110	22.7%	243,710	22.8%	\$1.25-2.05	\$1.55
B 9,589,543	1,833,737	19.1%	1,963,055	20.5%	\$50-2.23	\$1.22
OAKLAND NON-CBD						
A 0	0	N/A	0	N/A	N/A	N/A
B 667,601	68,443	10.3%	75,258	11.3%	\$80-2.12	\$1.11
OAKLAND AIRPORT						
A 265,427	136,660	51.5%	136,660	51.5%	\$1.25-1.45	\$1.30
B 1,623,812	384,433	23.7%	389,560	24.0%	\$50-1.35	\$1.05

Class A Buildings- Newer, modern high-rise buildings with attractive architectural design, good location and professional management.

Class B Buildings- Older buildings with modern features or newer, mid-rise or low-rise buildings with good features.

(1) Central Business District is defined as City of Oakland proper, including the area around the Courthouse, Lake Merritt, Telegraph, Jack London Square and City Center.

(2) Non-Central Business District totals also include Richmond, Berkeley, Emeryville, Alameda, San Leandro/San Lorenzo and Hayward/Union City, but for purposes of this report breakdowns are shown only for Oakland.

Source: Cushman & Wakefield of California, Oakland Metropolitan Area Office Market Overview (Fourth Quarter 1993)

Table II - Industry Code L 1990 Tax Rate Per Employee	Table II - Industry Code L 1991-92 Tax Rate Per Employee	Table II - Industry Code L 1993-94 Tax Rate Per Employee
\$75.60 for 1st Employee	\$72.00 for 1st Employee	\$72.00 for 1st Employee
\$18.90 for next 19 Employees	\$18.00 for next 19 Employees	\$18.00 for next 19 Employees
\$9.45 for next 80 Employees	\$9.00 for next 80 Employees	\$9.00 for next 80 Employees
\$7.88 for next 100 Employees	\$7.50 for next 100 Employees	\$7.50 for next 100 Employees
\$4.73 for over 200 Employees	\$4.50 for over 200 employees	\$4.50 for over 200 employees

Source: City of Oakland, Finance Department (May 1994)

## CITY OF OAKLAND INDUSTRIAL MARKET

The hallmarks of the Greater-Oakland Industrial Market are its size and its diversity. With over 176 million square feet of industrial product in eleven different cities and sub-markets, the East Bay is one of the nation's largest industrial markets. At the same time, from Richmond in the north to Fremont in the south, each of these sub-markets has developed a unique character and dynamic. While several are interrelated in terms of supply and demand (e.g., San Leandro, Hayward and Union City) other submarkets operate independently from the whole (e.g., Berkeley and Emeryville).

1993 was the third lackluster year in a row for the East Bay Industrial Market. While there was virtually no new construction in the industrial market, corporate consolidation, bankruptcies and out-migration kept vacancies high, net absorption negative and rents soft. Some markets and product types fared better than others. Warehousing and distribution space performed best of all with positive absorption market wide. Conversely, basic manufacturing buildings fared the worst.

The current overall vacancy rate for the East Bay Industrial Market is 14.5% - up from 13% at the end of 1992. Much of this increase in supply is attributed to the national and state recession, corporate consolidation and the out-migration of manufacturers to lower cost locations. The vacancy rate is lowest in Emeryville - 6.5%, and highest in Oakland - 17.4%. Other major submarket vacancy rates are: Hayward (14%), San Leandro (12%) and Fremont (17%).

### 1993 EAST BAY BUILDING SUMMARY

Total Square Feet	Available Square Feet	Vacancy Rate	Gross Activity Net-Absorption	Net-Absorption Year-to-Date
35,898,986	6,257,632	17.43%	1,398,206	607,384

Source: CB Commercial Real Estate Group, Oakland Commercial Real Estate Market 1994

CITY OF OAKLAND BUSINESS TAX REQUIREMENTS

• All persons conducting business in the City of Oakland are required to register and pay a registration fee of \$30 within 30 days of commencement of business:	<b>City of Oakland, Customer Service Section</b> 505-14th Street, Room 702 (510) 238-3704
• Business Property Tax Information, contact:	<b>Alameda County Assessors Office, Business Personal Property Section</b> 1221 Oak Street, Room 245 (510) 272-3834
• If you are using a fictitious business name, contact:	<b>Fictitious Business Names Office</b> Alameda County Courthouse 1225 Fallon Street, Room 109 (510) 272-6790
• If your business office is located in Oakland, outside of the Central Business District, obtain a zoning clearance from:	<b>City Planning Department, Zoning Division</b> 421-14th Street 1st Floor (510) 238-7206
• Peddlers/Solicitors living within Oakland, complete business registration application and obtain Peddler/Solicitor ID card from:	<b>Oakland Police Department</b> 455-7th Street, Room 306 (510) 238-3481
• Building or Electrical Permits, contact:	<b>City Inspectional Services Division</b> 1330 Broadway, 2nd Floor (510) 273-3567
• Fire Code Permit Clearance, contact:	<b>Fire Department</b> 421 - 14th Street (510) 273-3851
• Health Permits for Food Establishments, contact:	<b>Alameda County Environmental Health Department</b> 470 - 27th Street (510) 271-4330 (call first)
• Wholesale Food Processing Permits, contact:	<b>Department of Food &amp; Drug</b> 2151 Berkley Way, Room 610 Berkeley, CA (510) 540-2661
• Sales of Alcoholic Beverages, contact:	<b>Alcoholic Beverage Control Board</b> 7677 Oakport Street, Suite 1020 (510) 639-0624
• To obtain Employer I.D. number and Employer's Tax Guide, contact:	<b>Internal Revenue Service</b> 1330 Clay Street, 1st Floor (510) 839-1040
• State Permits for Wholesale/Retail Activities, contact:	<b>State Board of Equalization</b> 2101 Webster Street, 2nd Floor (510) 268-0347
• Resale Permits/Sales Tax Information:	<b>Franchise Tax Board</b> 1970 Broadway (800) 852-5711

Source: City of Oakland Finance Department

CITY OF OAKLAND  
COST OF LIVING CONSUMER PRICE INDEX

U.S. CITY AVERAGE - (1982-84=100) -CPI-U (ALL URBAN CONSUMERS)

	1987	1988	1989	1990	1991	1992	1993	1994
<b>January</b>	111.2	115.7	121.1	127.4	134.6	138.1	142.6	146.2
<b>February</b>	111.6	116.0	121.6	128.0	134.8	138.6	143.1	146.7
<b>March</b>	112.1	116.5	122.6	128.7	135.0	139.3	143.6	147.2
<b>April</b>	112.1	117.1	123.1	138.9	135.2	139.5	144.0	
<b>May</b>	113.1	117.5	123.8	129.2	135.6	139.7	144.2	
<b>June</b>	113.5	118.0	124.1	129.9	136.0	140.2	144.4	
<b>July</b>	113.7	118.5	124.4	130.4	136.2	140.5	144.4	
<b>August</b>	114.4	119.0	124.6	131.6	136.6	140.9	144.8	
<b>September</b>	115.0	119.8	125.0	132.7	137.2	141.3	145.7	
<b>October</b>	115.3	120.3	125.6	133.5	137.4	141.8	145.7	
<b>November</b>	115.4	120.3	125.9	133.8	137.8	142.0	145.8	
<b>December</b>	115.4	120.5	126.1	133.8	137.9	141.9	145.8	
<b>Annual Average 3.6</b>	4.1	4.8	5.4	4.2	3.0	3.0		

SAN FRANCISCO/OAKLAND/SAN JOSE - 1982-84=100) - CPI-U (ALL URBAN CONSUMERS)

	1987	1988	1989	1990	1991	1992	1993	1994
<b>January</b>	112.5	118.4	124.0	128.5	136.7	140.3	145.1	147.5
<b>February</b>	113.5	117.9	124.0	129.2	136.0	141.0	145.5	147.4
<b>March</b>	113.7	119.1	125.9	130.0	136.3	141.9	145.7	148.2
<b>April</b>	114.8	118.7	125.4	130.7	135.8	141.6	146.8	
<b>May</b>	115.0	119.7	126.3	130.8	136.2	141.9	146.9	
<b>June</b>	115.0	120.1	126.2	131.6	137.6	141.9	146.1	
<b>July</b>	115.8	120.9	127.4	132.3	138.2	142.2	146.1	
<b>August</b>	116.1	122.0	128.1	133.1	139.1	142.7	146.2	
<b>September</b>	116.1	122.1	126.8	134.0	139.7	143.7	146.5	
<b>October</b>	117.1	122.3	127.5	134.6	139.6	144.3	147.0	
<b>November</b>	117.4	122.2	127.2	134.7	139.8	144.2	147.2	
<b>December</b>	117.4	122.6	127.4	135.1	139.8	144.3	147.0	
<b>Annual Average 3.4</b>	4.4	4.9	4.5	4.4	3.3	2.7		

Source: U.S. Bureau of Labor Statistics, San Francisco  
Recorded message for the CPI figures - (415) 744-6605

TRANSPORTATION

1993 PEAK HOUR TRAVEL TIMES TO DOWNTOWN OAKLAND			
Point of Origin	Travel Times		
	Highway	BART*	AC Transit
Alameda	14	-	15
Piedmont	19	--	13
Oakland - Montclair District	25	--	20
Oakland-East Oakland	25	10	20
San Leandro	26	14	40
Berkeley	26	10	35
Orinda	31	14	--
Hayward	39	21	60
Walnut Creek	48	23	--
Pleasant Hill	49	25	--
San Francisco-Sunset Dist.	50	23	--
San Francisco-Downtown	28	12	18
Concord	63	31	--
Pleasanton	64	--	--
Fremont	69	34	--
Benicia	73	--	--
Vallejo	74	--	--
Livermore	77	--	--

\*BART travel times reflect the train schedule effective 6/22/92 but are current for 1994.

Source: Metropolitan Transportation Commission, BART, AC Transit

HIGHWAYS	
There are 8 major U.S. and California highways leading to Oakland:	
Interstate Highways:	80, 580, 880
State Highways:	13, 24, 61, 112, & 123
Current highway projects and information phone numbers are:	
Cypress	- (510) 286-7395
I-880	- (510) 881-4995
I-80	- (510) 215-8080

Source: California Dept. of Transportation (1994)

**CITY OF OAKLAND**  
**MONTHLY BUILDING PERMIT VALUES SURVEY 3-YEAR COMPARISON**  
(OMITTING THOUSANDS '000)

MONTH	1993		1992		1991		1990	
	\$	#	\$	#	\$	#	\$	#
January								
Downtown	20,217	392	2,479	414	58,936	495	21,226	459
Hills	15,387	265	13,165	251				
February								
Downtown	18,746	374	18,840	343	13,432	490	18,300	435
Hills	16,018	252	4,041	431				
March								
Downtown	18,188	635	10,436	435	13,318	397	15,403	551
Hills	20,996	339	7,476	180				
April								
Downtown	16,696	618	13,521	452	24,708	602	21,212	504
Hills	18,527	234	14,716	309				
May								
Downtown	11,705	444	16,883	370	47,832	592	27,022	554
Hills	12,656	217	8,871	435				
June								
Downtown	21,064	479	21,885	512	35,822	496	41,794	566
Hills	18,874	235	26,896	526				
July								
Downtown	16,100	409	28,816	515	20,786	616	19,730	586
Hills	16,277	226	32,813	625				
August								
Downtown	18,976	430	62,746	498	22,004	541	18,534	561
Hills	16,062	190	27,772	441				
September								
Downtown	9,536	443	13,666	429	29,748	517	21,590	499
Hills	19,883	340	27,245	366				
October								
Downtown	8,978	389	20,990	588	25,190	534	25,417	696
Hills	15,749	176	36,293	543				
November								
Downtown	19,680	391	6,596	436	*39,744	*785	17,020	558
Hills	10,142	202	19,888	398				
December								
Downtown	24,319	466	15,182	363	*24,083	*1,316	15,264	465
Hills	8,449	100	21,024	341				
<b>Subtotals</b>								
Downtown	204,180,608	5,470	242,024,386	5,355				
Hills	189,025,460	2,776	229,529,585	4,816				
<b>Totals:</b>	<b>\$393,206,068</b>	<b>8,246</b>	<b>472,260,168</b>	<b>10,201</b>	<b>\$355,609,455</b>	<b>7,381</b>	<b>\$262,517,970</b>	<b>6,434</b>

\* Due to the Oakland Hills firestorm in October 1991, figures for November and December 1991 were dramatically affected, and 1992 and 1993 permits were also issued in the Hills area office.

Source: City of Oakland, Office of Planning & Building (1994).

**CITY OF OAKLAND**  
**OFFICE MARKET OVERVIEW TWO YEAR COMPARISON**

Oakland and its surrounding cities have approximately 22.0 million square feet (msf) of existing inventory with 3.5 msf of direct space available and an additional 0.3 msf of sublease space available. The Central Business District (CBD) account for 10.6 msf of inventory, while the surrounding cities (non-CBD) account for 11.3 msf of inventory. Although the market continues to experience corporate downsizing, the effects of the Federal Building in the CBD has halted. The Oakland metropolitan area as a result experienced generally flat levels of activity during the quarter.

**MARKET AND SUBMARKET ACTIVITY FOURTH QUARTER REPORTS**

MARKET YEAR	DIRECT INVENTORY	DIRECT AVAILABILITIES	DIRECT VACANCY RATE	OVERALL AVAILABILITIES	OVERALL VACANCY RATE
<b>CENTRAL BUSINESS DISTRICT (1)</b>					
1992	10,541,152	1,309,637	12.4%	1,448,623	13.7%
1993	10,554,332	1,416,297	13.4%	1,583,893	15.0%
<b>TELEGRAPH</b>					
1992	938,145	268,158	28.6%	268,158	28.6%
1993	835,304	175,250	21.0%	175,250	21.0%
<b>LAKE MERRITT</b>					
1992	5,389,648	500,980	9.3%	573,658	10.6%
1993	5,392,425	512,863	9.5%	647,622	12.0%
<b>COURTHOUSE</b>					
1992	307,328	8,863	2.9%	23,863	7.8%
1993	308,828	11,292	3.7%	11,292	3.7%
<b>JACK LONDON SQUARE</b>					
1992	739,635	169,060	22.9%	175,290	23.7%
1993	739,635	140,981	19.1%	140,981	19.1%
<b>CITY CENTER</b>					
1992	3,166,396	362,576	11.5%	407,654	12.9%
1993	3,278,140	575,911	17.6%	608,548	18.6%
<b>NON-CENTRAL BUSINESS DISTRICT (2)</b>					
1992	10,977,335	1,961,142	17.9%	2,155,873	19.6%
1993	11,292,820	2,109,411	18.7%	2,247,817	19.9%
<b>OAKLAND NON-CBD</b>					
1992	647,623	69,456	10.7%	70,888	10.9%
1993	653,201	62,043	9.5%	63,333	9.7%
<b>OAKLAND AIRPORT</b>					
1992	1,890,753	508,353	26.9%	526,707	27.9%
1993	1,889,239	553,099	29.3%	558,226	29.5%

(1) Central Business District is defined as City of Oakland proper, including the area around the Courthouse, Lake Merritt, Telegraph, Jack London Square and City Center

(2) Non-Central Business District totals also include Richmond, Berkeley, Emeryville, Alameda, San Leandro/San Lorenzo and Hayward/Union City, but for purposes of this report breakdowns are shown only for Oakland

Source: Cushman & Wakefield of California, Oakland Metropolitan Area Office Market Overview (Fourth Quarter 1993)

**CITY OF OAKLAND**  
**REAL ESTATE**

**ASSESSED VALUATIONS OF REAL ESTATE PROPERTY**

Type of Property	#	Land	Bldg. Improvements Structure	Total Assessed Valuations
Exempt Mobile Homes & Tracts	125	5,686,175	6,551,134	12,237,309
Single Family Residential	69,022	2,825,699,740	3,925,357,931	6,430,578,332
Multiple Residential (2-4 Units and Mobile Homes)	13,633	565,280,217	798,908,071	1,329,943,688
Commercial	3772	360,779,652	497,123,889	856,837,730
Industrial	2337	295,651,911	510,795,155	1,007,521,592
Rural	9	163,114		163,114
Institutional	678	89,338,261	324,273,793	174,297,123
Multiple Residential (5 or more units)	8574	577,148,634	1,406,330,893	1,817,792,144
Improved Commercial	2334	507,001,726	1,660,932,800	2,017,557,401

Source: Alameda County Assessor's Office (July 1993)

Average Price of Houses Sold in Oakland

Year	Average Price	
	1992	1993
1992	\$212,980	
1993		\$198,393
<b>Residential</b>		
<b>Bedrooms</b>	<b>0-2</b>	<b>3</b>
March 1994 Avg.	\$141,000	\$272,000
April Avg. Price	\$174,000	\$261,000
	<b>4+</b>	<b>3</b>
March 1994 Avg.	\$468,000	\$131,000
April Avg. Price	\$417,000	\$110,000
		0

**BART EXTENSIONS - PHASE I PRELIMINARY SCHEDULE ESTIMATES**

Project Description	Estimated Completion
Dublin/Pleasanton	End-1995
Pittsburg/Antioch	Early-1997
Warm Springs	Mid-1998
Colma Station	End-1995
San Francisco Airport	2000+

Source: BART

**AC TRANSIT**

AC Transit serves a population of 1.7 million with 148 bus routes (commute hour) 98% of which connect with BART; and many mainline routes also connect with the Jack London Waterfront and Alameda ferry terminals. There is a total fleet of 750 buses, and of those, 740 buses are equipped with lifts. Total daily ridership is 225,000 in a service area of 390 square miles. AC Transit employs 2,000 workers in Alameda County.

Source: AC Transit Fact Sheet Winter 1993-94

**CAL TRANS INFORMATION LINES**

Department	Phone Number
Car & Van Pool Information	1-800-755-7665
Storm Information	(510) 286-6444
Long-Term Road Closure/Mountain Road Condition Rpt	1-800-427-7623

Source: California Dept. of Transportation (1994)

**PORT OF OAKLAND AT A GLANCE**  
**OAKLAND INTERNATIONAL AIRPORT MARINE TERMINAL REVENUE**

YEAR	NO. OF AIRLINES	FLIGHTS(1)	PASSENGERS	TONS OF AIRMAIL	TONS OF AIR FREIGHT	SHIPPING LINES(2) CALLS	VESSEL (000'S)	TONNAGE
1983	10	48,315	2,914,669	63	23,025	57	1,867	11,713
1984	12	65,184	3,620,104	85	62,283	59	1,827	13,751
1985	12	68,380	4,138,994	1,298	186,006	51	1,825	13,156
1986	8	74,784	3,821,391	7,883	101,333	52	1,878	13,531
1987	7	83,306	4,009,996	10,218	136,200	49	1,691	14,177
1988	7	77,383	3,832,241	6,072	202,776	54	1,722	14,464
1989	8	76,519	4,228,986	4,521	209,909	45	1,657	14,470
1990	8	89,062	5,512,333	6,624	227,930	40	1,715	14,974
1991	7	108,202	6,181,251	37,380	241,402	36	1,705	15,761
1992	9	108,625	6,547,064	27,965	370,536	34	1,913	18,101

Aviation Facilities		Harbor Facilities	
Airport Operated	1(two airfields)	Miles of Waterfront	19
Paved Airport Runways	4	Harbor Area	640 acres
Total Length of Runways	25,030 feet	Developed Area	550 acres
Area of Airport	2,580 acres	Berthing Length at Wharves Fourth largest container port in the U.S.	21,852 feet

(1) Arrivals and Departures, Commercial Air Carriers only.

(2) Shipping lines that call the Port more than once during the year.

(3) Revenue tons represent the tons against which freight rates and port charges may be assessed.

Source: Port of Oakland/City of Oakland 1993-94 Adopted Policy Budget

**TRANSPORTATION**  
**PORT OF OAKLAND**

**MARITIME**

The Port of Oakland is a historical transportation and distribution hub. Located on the mainland shore of San Francisco Bay, one of the great natural harbors of the world, Oakland was among the first ports globally to specialize in the intermodal container operations whose advantages have revolutionized international trade. Since 1962, the port has spent more than \$650 million to construct 665 acres of modern marine terminals and install the equipment needed to handle containerized cargos.

Oakland's 29 deepwater berths and 30 container cranes are backed by a network of local roads and interstate freeways, warehouses and intermodal railyards. The Oakland waterfront is served by the mainline tracks of two transcontinental railroads, the Union Pacific and Southern Pacific. Both maintain intermodal container transfer facilities adjacent to Port of Oakland marine terminals. The intermodal yard of a third transcontinental railroad, the Santa Fe, is located 11 miles northeast of the harbor by truck.

The Port of Oakland loads and discharges more than 90 percent of containerized goods bound to and through the nation's fourth largest metropolitan area.

Oakland cargo volume ranks San Francisco Bay among the three principal Pacific Coast gateways for U.S. maritime commerce, along with San Pedro Bay in southern California and Puget Sound in the Pacific Northwest.

In calendar 1993, Port of Oakland marine facilities handled the equivalent of 1,244,600 20-foot containers.

About 66 percent of Oakland's foreign trade is with Asia. Europe accounts for 10 percent, Hawaii/Guam for 16.7 percent, and Australia, New Zealand and Central and South America for 7.6 percent.

**OAKLAND MARITIME OPERATIONS AT A GLANCE**

Annual Container Throughput	1993	1992	Difference
Inbound loaded TEU's	336,300	346,100	2.9%
Outbound loaded TEU's	628,800	638,100	1.5%
Empty TEU's	268,100	260,400	2.9%

**Totals** 1,233,200 1,244,600 1.0%

1993 Cargo Vessel Arrivals 1,471

**Shipping Lines: 32**  
 American President Lines, Australias, New Zealand Direct Line, Blue Star Line, Canadian Transport, China Ocean Shipping Co. (COSCO), Cho Yang Line, Columbus Line, d'Amico Line, DHL SeaLink Lines, Hapag-Lloyd, Happy, Lloyd, Hyundai Merchant Marine, International Marine Transport Lines, Italia Line, "K" Line, Maersk Line, Matson Navigation Co., Mitsui O.S.K. Lines, N.Y.K. Line, Neptune, Orient Line Ltd., Norsul Line, Orient Overseas Container Line, P&O Containers, Pan Ocean Shipping, PMA&L Line, Polynesian Line Ltd., Sea-Land Service, Southern Oceans Container Line, Star Shipping A/S, Toko Line, Toyofuji, Yangming Line.

**Marine Terminals: 10**  
 American President Lines Terminal, Charles P. Howard Terminal, Maersk Line Terminal, Matson Container Terminal, Ninth Avenue Terminal, Sea-Land Container Terminal, Seventh Street Terminal, TransBay Container Terminal, TracPac Terminal, Yusion Terminal.

Deepwater Ship Berths: 29

Container Gantry Cranes: 30 (includes 11 post-Panamax types)

Marine Terminal Area: 665 acres

Freeways Serving Port: Interstate 80 (north & eastbound), 880 (southbound), 580 (eastbound), 980 (eastbound)

Railroads: Santa Fe, Southern Pacific, Union Pacific

Principal Exports, 1993: Fruits, nuts & vegetables, wasterpaper, red meat & poultry, resins, chemicals, animal feed, raw cotton, wood & lumber, crude fertilizers/minerals, industrial machinery, cereal/cereal preparations

Principal Imports, 1993: Auto parts, computer equipment, wearing apparel, toys/games and articles of plastic, processed fruits/vegetables, fasteners/household metal products, red meat, pottery/glassware/ceramics, iron and steel, beverages

**TRANSPORTATION**  
**PORT OF OAKLAND**

**AVIATION**

Oakland International Airport is considered the Bay Area's most convenient airport because of its central location to the majority of the area's population and its easy access to major highways. More than 7.4 million customers chose Oakland Airport in 1993, and increase of 14.6 percent over 1992 passenger volumes. The eight U.S. and two international airlines serving Oakland Airport provide scheduled service to a host of destinations with 125 daily departures.

Southwest Airlines, Oakland's largest carrier, continues to expand its route structure with the introduction of 16 daily flights later this spring to Orange County, Seattle, Portland and Spokane. Taesa Airlines launched daily Mexico service last October and is Oakland's first scheduled international carrier.

The airport complex, with a \$2.8 billion economic impact to the local economy, employs approximately 6,000 people. Of that total, cargo activities employ 1,500 people. Air cargo volumes grew in 1993 to 947 million pounds, up 18 percent over 1992 volumes. Oakland Airport is among the top ten airports for cargo, according to the Federal Aviation Administration. Air cargo is projected to grow 10 percent annually through 2010.

To keep pace with the airport's growth, a plan called the 2002 Airport Development Program has been proposed. Expansion of terminal facilities, the relocation of existing air cargo facilities and the development of new cargo facilities are among the targeted projects. The plan is currently undergoing an extensive analysis which will culminate in the preparation of a document that complies with state and federal environmental policy. The first draft of the document will be released for public review this summer.

**OAKLAND INTERNATIONAL AIRPORT AT A GLANCE**

Annual Passengers	7,498,211 (1993)
Scheduled Airlines:	Alaska, American, America West, Delta, Southwest, United, United Express, Martinair Holland, Taesa
Passenger Facilities	Two terminals (300,000 sq. ft.) 21 boarding gates
Parking	6,500 Vehicle Capacity
U.S. Customs	International Arrival Facility (25,000 sq. ft.)
Annual Air Cargo	946.7 million pounds (1993)
Major Cargo Carriers	Airborne Express, Ameriflight, Burlington Air Express, Emery Worldwide, Evergreen, Federal Express, United Parcel Service, U.S. Postal Service
Cargo Sort Facilities	Federal Express (230,000 sq. ft.), United Parcel Service (40,000 sq. ft.) U.S. Postal Service (25,000 sq. ft.)
Airfield Facilities	South Field Control Tower, one runway (10,000 feet) North Field Control Tower, three runways (6,200 sq. ft., 5020 ft., 3,300 ft.)
Airline Maintenance Facilities	United Airlines (350,000 sq. ft.), Alaska Airlines (100,000 sq. ft.)

## HEALTH CARE

### HEALTH MAINTENANCE ORGANIZATIONS

Name	Address	Phone Number
Cigna Health Plan of No. California	1999 Harrison Street, #1000 Oakland	(510) 273-8400
Kaiser Foundation Health Plan	1950 Franklin Oakland	(510) 987-3447
QualMed	155 Grand Avenue, Oakland	(510) 465-9600

### HOSPITALS

Name	Address	Phone Number
Alameda Hospital	2070 Clinton Avenue, Alameda	(510) 522-3700
Alta Bates Medical Center	2450 Ashby Avenue, Berkeley	(510) 204-4444
Children's Hospital Oakland	747-52nd Street Oakland	(510) 428-3000
Fairmont Hospital	15400 Foothill Blvd, San Leandro	(510) 667-7800
Gladman Psychiatric Health Facility	2633 E. 27th St. Oakland	(510) 536-8111
Highland General Hospital	1411 East 31st Street, Oakland	(510) 534-8055
Kaiser Permanente Medical Center	280 W. McArthur Blvd., Oakland	(510) 596-1000
San Leandro Hospital	13855 East 14th St. San Leandro	(510) 357-6500
Summit Medical Center	350 Hawthorne Avenue, Oakland	(510) 655-4000
Vencore Hospital	2800 Benedict Drive, San Leandro	(510) 357-8300

### CITY OF OAKLAND MAJOR HOTELS (LISTED IN ALPHABETICAL ORDER)

Hotel & Address	Phone	Rooms	Suites	Meeting Sq. Ft.
Best Western/Park Plaza Hotel 150 Hegenberger Rd., Oakland 94621	(510) 635-5300	189	2	2,382
Best Western/Thunderbird Inn/Best Western, 233 Broadway, Oakland 94607	(510) 452-4565	102	2	300
Clairemont Resort Hotel, Ashby & Domingo, Oakland 94611	(510) 843-3000	239	32	32,000
Clarion Suites Lake Merritt Hotel, 1800 Madison, Oakland 94612	(510) 832-2300	51	42	5,000
Days Inn, 8350 Edes Avenue, Oakland 94621	(510) 568-1880	142	-	760
Executive Inn, 1755 Embarcadero, Oakland 94606	(510) 536-6633	145	23	3,400
Hampton Inn, 8485 Enterprise Way, Oakland 94621	(510) 632-8900	149	-	675
Holiday Inn Oakland, Airport 500 Hegenberger Rd., Oakland 94621	(510) 562-5311	289	3	4,120
Oakland Airport Hilton, #1 Hegenberger Road, Oakland 94621	(510) 635-5000	365	7	20,000
Parc Oakland Hotel, 1001 Broadway, Oakland 94607	(510) 451-4000	488	17	16,625
Ramada Inn, 455 Hegenberger, Oakland 94621	(510) 562-6100	342	8	16,440
Travel Lodge, 432 - 7th Street, Oakland 94607	(510) 451-6316	150	-	1,100
Washington Inn, 495 - 10th Street, Oakland 94607	(510) 452-1776	47	8	374
Waterfront Plaza Hotel, Ten Washington St., Oakland 94607	(510) 836-3800	144	27	7,004
Total Rooms/Suites/Meeting Space		2842	171	109,588

Serving approximately 1.2 million customers in a 325 square area, EBMUD supplies water and provides wastewater treatment for 20 incorporated cities and 15 unincorporated communities.

During the 1988-1993 drought, the District has set water-use reduction goals annually, ranging from 12 percent to 25 percent. EBMUD's drought program included a rate structure designed to reward low water use, an expanded water conservation program, and water-use restrictions. Although the drought ended in spring, 1993, EBMUD customers continued to reduce water use by 16 percent during the hot summer months.

### WATER CONSUMPTION BY ACCOUNT CATEGORY, 1993

Type of Account	Number of Metered Accounts	% of Total Metered Consumption
Residential	325,475	61.8
Commercial	25,513	17.3
Industrial	1,854	13.8
Public authority	2,866	7.1
Total	355,708	100.0%

Bills for all metered water services, except private fire services, consist of three elements:

<b>First-</b>	A service charge based on the size of the water meter (see table ??)
<b>Second-</b>	Charges for Units of Water Delivered. (One unite is 100 cubic feet, or 748 gallons.)
<b>Third-</b>	An Elevation Charge based on actual costs of energy for pumping water to storage at higher elevations, operation and maintenance of the pumping plants, and construction and maintenance of storage reservoirs. (see table ??)

### WATER RATES

Meter Size Inches	Amount Charged One Month
5/8 or 3/4	\$ 5.51
1 inch	10.56
1 1/2 inch	20.78
2 inch	31.29
3 inch	68.52
4 inch	103.82
6 inch	207.49
8 inch	342.41
10 inch	466.87
12 inch	622.38
14 inch	829.92
16 inch	1,037.36
18 inch	1,265.68

#### UTILITY SERVICES

PACIFIC BELL	AT&T	SPRINT	MCI
Pacific Bell offers, fiber optics for many business needs, as well as the most modern, up-to-date switching equipment available.  Rates and types of telephone service vary greatly. For services offered and detailed information contact your local Pacific Bell Business Office at:  1-800-773-2325	AT&T is a global company that provides communications services and products, as well as network equipment and computer systems, to businesses, consumers, telecommunication service providers and government agencies. The AT&T worldwide intelligent network carries more than 125 million voice, data, video, and facsimile messages every business day.  For further information and detailed rates, contact:  Consumer Long Distance: 1-800-222-0300  Commercial Long Distance: 1-800-222-0400	Sprint is an international telecommunications company with over \$10 billion in annual revenues. Sprint designed and built the first nationwide 100 percent digital fiber optic network for voice, data, and video transmission. Sprint provides the world's largest Data Network and is a leading supplier of frame relay services worldwide.  For further information and detailed rates, contact:  Sprint Business Services: (510) 906-2715	MCI provides the full range of basic and advanced telecommunications services domestically and internationally. We are the second largest long distance carrier in the U.S. and the seventh largest carrier of international traffic in the world. MCI's strength in the marketplace are our people, our customer responsiveness and our flexible, intelligent network platform- integrating the most advanced technologies from the world's leading suppliers.  For further information and detailed rates, contact the Bay Area MCI office at  1-800-777-9275  Ask about Proof Positive MCI's written proof that 1. You save money with MCI. 2. You always get MCI's best price. 3. MCI always does what's right for you.

GAS & ELECTRIC SERVICES	REFUSE COLLECTION SERVICES
Pacific Gas and Electric Company has many tools to help your business run more efficiently. We can tell you how to earn big rebates while saving thousands of dollars on your energy bills with our Energy Efficiency Programs.  Our gas and electric rates, as well as connection fees have been designed to meet customer needs. We value the businesses we serve.  We also offer experience from serving 94,000 square miles, 48 counties, and 12 million people, 365 days a year. Call us to learn more about what we offer.  Pacific Gas & Electric Company Marketing Department 1919 Webster Street Oakland, CA 94612  Economic Development: (510) 549-6015 Energy Efficiency Services: (510) 874-4033 New Services: (510) 437-2960	Waste Management of Alameda County has been operating in Oakland and Alameda county since 1920 and currently serves over 300,000 residents, providing a complete range of residential and commercial refuse. For further information contact:  Waste Management of Alameda County 172 98th Avenue Oakland CA 94603  Residential - (510) 613-8710 Commercial - (510) 613-8700 Roll-Off - (510) 613-8740 Recycling - (510) 613-0224  Recycling Services  The City of Oakland also provides recycling services, offering programs for residential and business (commercial and industrial) customers. For further information or to request technical assistance, contact:  City of Oakland, Office of Public Works 1 333 Broadway, Oakland CA 94612 (510) 238-SAVE  "Recycling will save you money"

Elevation Band of Water Pressure Zone	Charge per 100-Cubic-Foot Unit
Band 1 Pressure Zone served solely by gravity flow (No pumping required)	no charge
Band 2 Reservoir elevations above 200 feet; pressure zone requires pumping	16 cents
Band 3 Reservoir elevations above 600 feet; considerable pumping required	34 cents

In addition to monthly water rates, there are also wastewater treatment charges. Each account is assigned a Business Classification Code (BCC) number. The BCC category and rates charged are based on the typical strength and volume of wastes discharged from the type of account.

#### EBMUD PROGRAMS

**Wastewater Treatment** - The wastewater system is a separate district administered by EBMUD providing domestic, commercial and wastewater treatment for Oakland, five other cities and one sanitary district. Sewer collection systems for each community are discharged through intercepting sewers to the main water treatment plant in Oakland.

**Wet Weather Treatment** - EBMUD's capacity to treat peak flows to 760 million gallons a day (MGD), and serves approximately people in an 83 sq. mile area. Design and construction of more than \$200 million in improvements are underway over the next six years.

**Water Reclamation** - Designed to seek ways to use non-potable (reclaimed wastewater) and untreated reservoir water for non-drinking uses, i.e., golf courses, freeway landscape irrigation, etc.

For Further Information including low income rates, conservation credit, private fire services, contact:

EBMUD • 375 - 11th Street, Oakland, CA 94607 • (510) 451-3440

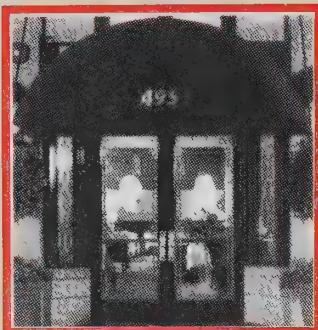
Source: EBMUD, All About EBMUD (1994)

The Economic & Demographic Data for the Oakland Metropolitan Area is compiled and edited by the Economic Development Department of the Oakland Metropolitan Chamber of Commerce. Every attempt has been made to verify the accuracy and currency of this information; we can assume no responsibility for misinformation, errors, omissions or recent changes.

**Economic Development Department**  
**Oakland Metropolitan Chamber of Commerce**  
**June 1994**

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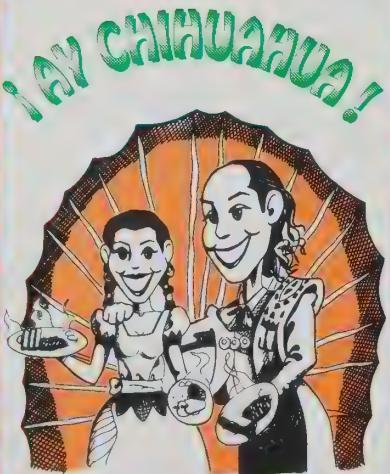
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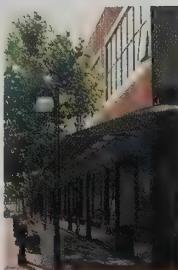
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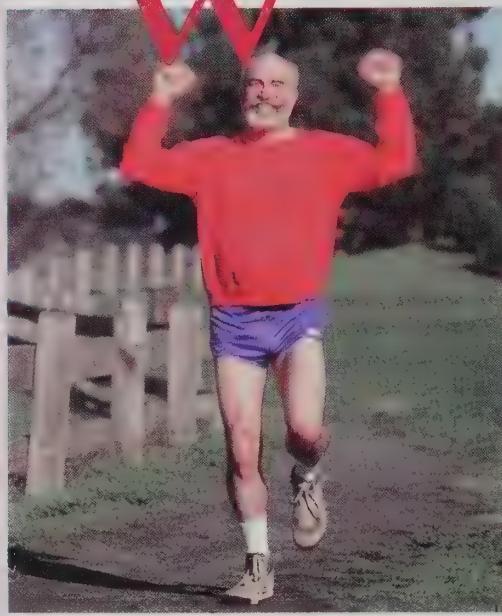


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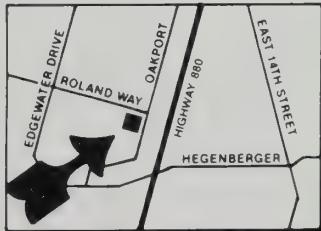
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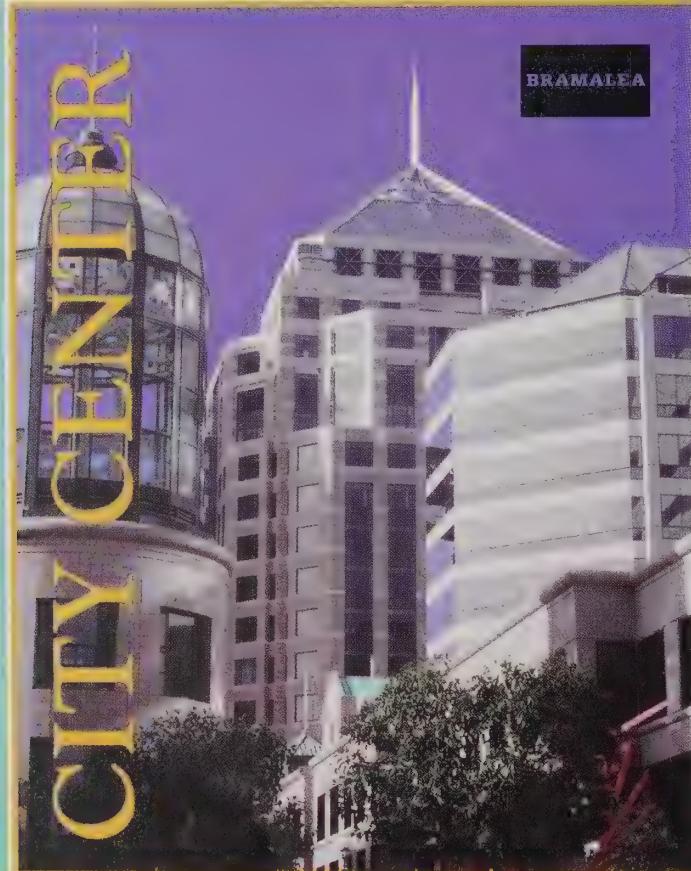
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The Chamber Staff  
would like to take  
this opportunity to  
thank the entire  
membership for the  
cooperation and sup-  
port that made this  
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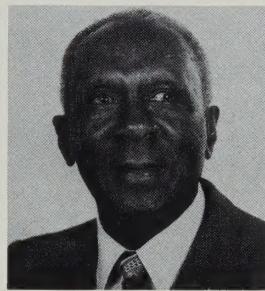
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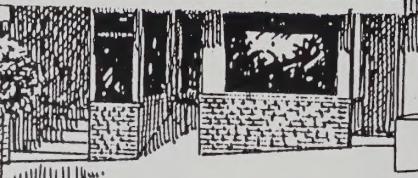
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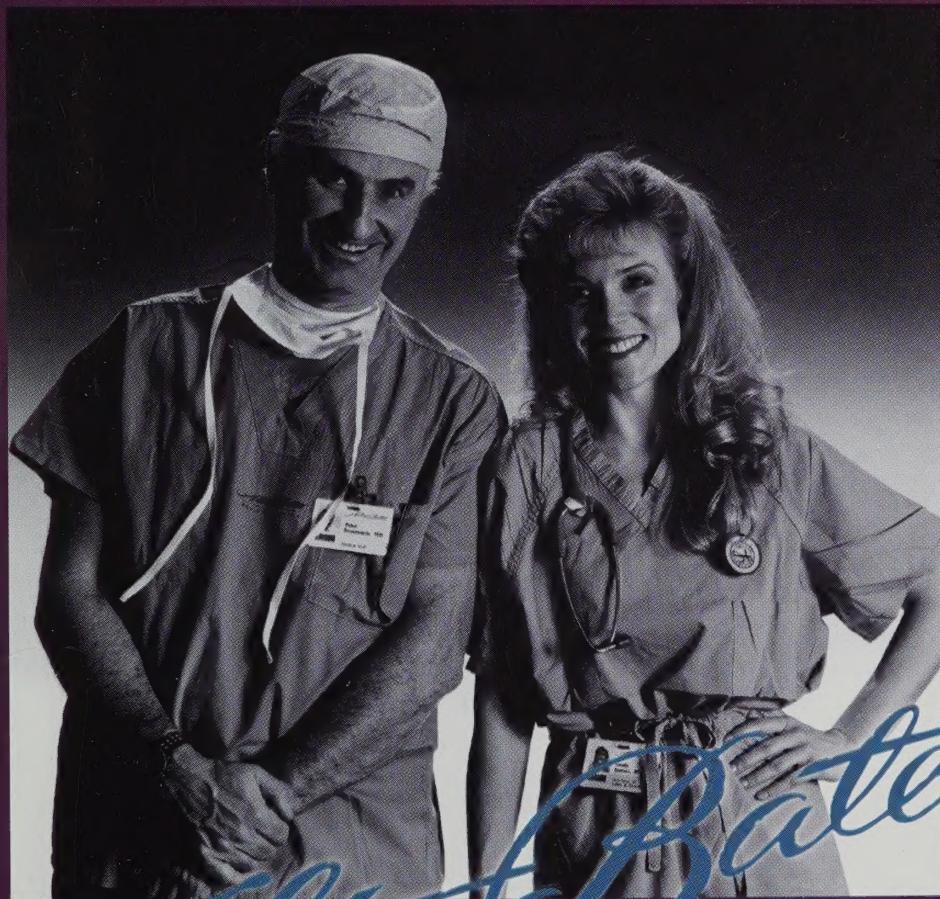
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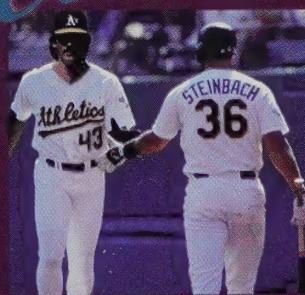
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